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Activities of the Department of Public Information: strategic communications services

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution 67/124 B, provides a summary of the key advances made by the Department of Public Information from July 2012 to February 2013 in promoting the work of the United Nations to the global audience through its strategic communications services.

As part of its strategic communications services, which is one of three subprogrammes of the Department, implemented by its Strategic Communications Division, the Department develops and implements strategies for communicating United Nations messages on priority issues. The Division also manages the Department's network of over 60 field offices. As the secretariat of the United Nations Communications Group and its task forces, the Division seeks to strengthen the coordination of communications across the United Nations system.

The activities under the other subprogrammes of the Department, namely news services and outreach services, are described in separate reports of the Secretary-General (A/AC.198/2013/3 and A/AC.198/2013/4, respectively).

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I. Introduction

1. In its resolution 67/124 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-fourth session (A/AC.198/2012/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the information requested in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report covers the activities of the Department related to its thematic campaigns, highlighting its strategic approach and providing a summary of its communications campaigns on key issues, and those of the network of United Nations information centres, including their multilingual work.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from July 2012 to February 2013.

II. Communications campaigns

A. Strategic approach of the Department

5. The Department uses communications campaigns and materials to help the Organization achieve its substantive goals within the three broad pillars of its work: development, human rights and peace and security. Its strategic approach is based on the identification of communications priorities in advance, the targeted delivery of information products through all of its components, including the global network of United Nations information centres, and the optimal use of available resources through collaboration with all partners, including Secretariat departments and United Nations system entities. In addition to targeting traditional media by preparing background materials, press briefings and media interviews, the Department leverages social media to promote United Nations messages, news stories, campaign materials and behind-the-scenes, engaging, real-time content. The use of those interactive platforms broadens the reach of the messages of the United Nations and contributes to the overall transparency and accountability of the Organization.

6. Between July and December 2012, the number of followers of the main United Nations Twitter account in English increased steadily, and the account currently has more than 1.2 million followers. According to Klout, a social media influence measurement service, the account inspires actions and discussions among its followers with nearly every message. Klout indicates that, in addition to having an impact on general issues linked to the United Nations, the Twitter account is particularly popular on the following topics: human rights, combating racism, ending violence against women, access to water, the work of the Security Council, the crisis in the Syrian Arab Republic and the question of Palestine.

7. Working with Facebook, the Department was able to deactivate unofficial United Nations Facebook accounts and increase the number of fans of the English-language official page to over 265,000. Exceptionally popular posts that are shared widely are estimated to reach about 500,000 fans. The Department also has a notable presence on Google Plus, with 700,000 fans.

8. Keeping abreast of the latest social media tools, in 2012 the Department launched a United Nations profile on Pinterest, a platform that allows users to group and share favourite content, such as images, infographics and videos. The Department also created a blog to showcase content designed specifically for social media.

B. Thematic campaigns

1. United Nations peace operations

9. The Department of Public Information continued its close cooperation with the Department of Peacekeeping Operations, the Department of Field Support and the Department of Political Affairs to promote and backstop United Nations peace operations, including through participation in the work of various thematic or country-specific integrated task forces and working groups led by the Department of Peacekeeping Operations and the Department of Political Affairs.

10. The Department continued to host the United Nations peacekeeping website, which is maintained in close collaboration with the Department of Peacekeeping Operations and the Department of Field Support in all six official languages. The joint web editorial board of the Department of Public Information and the Department of Peacekeeping Operations continued its twice-monthly meetings, covering a variety of issues relating to the maintenance of the website and ways to improve and/or change existing content and the use of social media. In addition, to ensure that the home page remains up to date with dynamic content, the web editorial group continued to plan short-term online campaigns. The two departments worked together to launch a digital campaign on the theme "A global effort to advance peace on the ground" to coincide with the start of the sixty-seventh session of the General Assembly. The campaign was intended to demonstrate how individual Member State contributions to peacekeeping benefit people on the ground and included a new feature — an interactive "wall of faces" that allowed the user to click on a face and find out the story behind the image. Each image highlighted the impact that a Member State or peacekeeping mission had on the ground. Another major online campaign of the Department of Peacekeeping Operations, entitled "Year in review", was launched on the website in late December and focused on the main peacekeeping developments in 2012.

11. The Department, working with the Department of Peacekeeping Operations, arranged for the installation of the multimedia exhibit on the theme "Momentum: Timor-Leste forges a vibrant future". The exhibition was produced by the United Nations Integrated Mission in Timor-Leste (UNMIT) and was co-hosted by the Department of Public Information, the Department of Peacekeeping Operations and the Department of Field Support in collaboration with the Permanent Mission of Timor-Leste to the United Nations. To mark the successful completion of the UNMIT mandate, the Department produced a backgrounder in all six official

languages for worldwide dissemination through the United Nations information centres and digital platforms.

12. The Department, working with the Office of the United Nations Special Envoy for Haiti and the Department of Field Support, prepared a media backgrounder to promote the Secretary-General's Initiative for the Elimination of Cholera in Haiti, which was broadly disseminated worldwide.

13. As the conflict in the Syrian Arabic Republic remained at the centre of global attention, the Department worked with United Nations system partners at Headquarters and in the region to promote the improved coverage of political efforts on and humanitarian assistance to the Syrian Arabic Republic. A communications team created to help ensure coordinated messaging on the Syrian crisis worked with humanitarian agencies to ensure the wide dissemination of United Nations messages at Headquarters and at the regional level, especially in Arabic by the information centres in Cairo and Beirut. The Department provided the Joint Special Representative of the United Nations and the League of Arab States for Syria and his office in Cairo with communications support.

14. The Department continued to participate in the work of the various country-specific inter-agency task forces led by the Department of Political Affairs, including the newly established ones on Mali and the Central African Republic. On Mali, representatives of the Department of Public Information were involved in discussions with the Department of Political Affairs regarding the development of a communications strategy and the deployment of a public information staff member in the recently authorized multidisciplinary United Nations presence in Mali. The Department assisted with communications outreach for the African Union, the Economic Community of West African States and the meeting of the Support and Follow-up Group on the Situation in Mali held in Bamako on 19 October 2012. A dedicated web page with information on Mali was developed for the United Nations News Centre website.

15. The Department helped the Department of Political Affairs and the United Nations Support Mission in Libya in organizing a multimedia exhibit at United Nations Headquarters. The exhibit reflected the transition of Libya from dictatorship to democracy and United Nations support, featuring the General National Congress elections and touching on issues of security, human rights, transitional justice, demining and women's participation.

16. The Department, in close collaboration with the United Nations field missions, the Department of Peacekeeping Operations and the Department of Political Affairs, published the 2012 edition of its annual magazine, *United Nations Peace Operations: Year in Review*. It focused on the most important developments in United Nations peacekeeping operations and political and peacebuilding missions over the past year.

17. In the context of field support, the Department continued to assist the Department of Peacekeeping Operations, the Department of Field Support and the Department of Political Affairs in the recruitment process for public information staff for the field missions and was part of the interview panels for the rostering process for field public information officers.

18. During the high-level segment of the sixty-seventh session of the General Assembly, the Department, in close collaboration with substantive offices,

undertook a special communications effort to actively promote the high-level meetings on the rule of law at the national and international levels (24 September 2012) and on the Sahel (26 September 2012).

2. Disarmament

19. In the field of disarmament, the Department, working closely with the Office for Disarmament Affairs, provided communications support to the second United Nations Conference to Review Progress Made in the Implementation of the Programme of Action to Prevent, Combat and Eradicate the Illicit Trade in Small Arms and Light Weapons in All Its Aspects (27 August-7 September), primarily by posting on social media platforms.

20. The Department collaborated with the Office for Disarmament Affairs and the Permanent Mission of Kazakhstan to the United Nations to commemorate the third observance of the International Day against Nuclear Tests, including on logistics for the General Assembly's informal meeting convened by the President of the sixty-sixth session of the Assembly and organized in cooperation with the Permanent Mission of Kazakhstan on 6 September. The website for the Day was revamped with new content in all six official languages, and the Department's social media team posted a series of Twitter messages in the official languages to alert the audience to the Day and drive digital traffic to the Day's website. Deliberations of the informal meeting were posted online, and video footage was made available to broadcasters internationally though UNifeed. In addition, the Department assisted the Organization for the Prohibition of Chemical Weapons in promoting, including through social media, its high-level meeting held at Headquarters on 1 October 2012 to mark the fifteenth anniversary of the entry into force of the Chemical Weapons Convention.

3. Counter-terrorism

21. Working closely with the Office of the Counter-Terrorism Implementation Task Force, the Department promoted the implementation of the United Nations Global Counter-Terrorism Strategy and provides communications support to the Task Force and its working groups. The Department continued to assist in updating documents for the United Nations counter-terrorism website and provided weekly media monitoring reports disseminated to the Task Force entities.

22. The Department attended the retreat of the Task Force entities held on 16 and 17 December 2012 to take stock of ongoing activities and strategize on future initiatives. It also participated in the United Nations Counter-Terrorism Centre International Conference on National and Regional Counter-Terrorism Strategies, held in Bogota, on 31 January and 1 February 2013.

4. Millennium Development Goals

23. The Department has continued to draw attention to successes and challenges regarding the Millennium Development Goals and broader development issues. For the Secretary-General's launch in September of the report of the Millennium Development Goals Gap Task Force, which focused on the declining levels of aid, the Department wrote and issued press materials and organized a press conference. More than 400 articles were published in the first 24 hours after the launch, primarily in the United States of America and India.

24. For the International Day for the Eradication of Poverty, on 17 October, the Department worked with the United Nations Development Programme (UNDP), the Millennium Campaign and other partners to coordinate a social media action in multiple languages to raise awareness of Millennium Development Goals-related achievements and challenges with an eye towards the 2015 deadline. Over three days, the hashtag #EndPoverty reached more than 9.6 million people on Twitter, with overall impressions totalling over 46 million.

25. The Millennium Development Goals web portal (www.un.org/millenniumgoals/) continued to be updated with regular news items to serve as a reliable information source. From September to December, the site received more than 800,000 page views.

26. The Department worked closely with the United Nations Children's Fund (UNICEF) and the United Nations Educational, Scientific and Cultural Organization to promote the launch of the Secretary-General's Education First initiative in September, including by developing messaging and information materials and through media outreach focusing on the urgent need to achieve universal access to education. Press materials highlighted commitments made by Governments and the private sector. The launch generated widespread press coverage, including by the Associated Press, *The New York Times*, *The Guardian*, EFE and a number of Australian media outlets. An opinion piece by the Secretary-General was also featured by the Huffington Post.

5. Post-2015 development agenda

27. The Department supports outreach efforts on the post-2015 development agenda through a number of avenues. It assisted the Secretary-General's office in preparing, through the United Nations Communications Group, joint messaging on the post-2015 agenda to enable the United Nations system to speak with one voice in support of the agenda's intergovernmental and consultation processes. A task force of the Group chaired by the Department facilitates information exchange and inter-agency outreach coordination for this complex process.

28. In close partnership with UNDP and the Millennium Campaign, the Department is promoting public participation in the "My world" global survey and "The world we want 2015" platform through its various websites and social media accounts. For the High-level Panel on the Post-2015 Development Agenda, the Department assisted with media outreach and web and press materials for the first two meetings, held in New York and London, with media coverage particularly in Indonesia, Liberia and the United Kingdom of Great Britain and Northern Ireland featuring the Panel's Co-Chairs from those countries.

6. Ending violence against women

29. The Department promoted the Secretary-General's UNiTE to End Violence against Women campaign, working with the campaign secretariat and United Nations system partners, and was involved in planning and promoting the International Day for the Elimination of Violence against Women on 25 November, followed by the 16 Days of Activism against Gender Violence campaign. The year's efforts focused on urging States to meet commitments and live up to their obligations to end violence against women and girls.

30. Both in the lead-up to the International Day and throughout the 16 Days of Activism, the Department highlighted ending violence against women and girls on its social media platforms and promoted UNiTE campaign products, such as the video *A Promise Is a Promise*.

31. Many activities took place around the world during the 16 Days of Activism against Gender Violence. The United Nations Information Centre in Accra participated in three days of events in Ghana, including a national meeting, a visit to an outcast home (referred to as a "witch camp") and a youth symposium. The Information Centre in Lagos, Nigeria, organized an interactive forum where students discussed rape, human trafficking, domestic violence and sexual harassment with their teachers and representatives of non-governmental organizations and the State police. The Information Centre in Jakarta hosted a live talk show attended by 500 people to break the silence on violence against women.

32. The Information Centre in Panama City partnered with the regional office of the Office of the United Nations High Commissioner for Human Rights (OHCHR) to create a poster campaign at bus stops nationwide, encouraging citizens to reflect on the different forms of discrimination against women in their society. The United Nations office in Uzbekistan organized, with its partners, the launch of an awareness-raising campaign. To promote the Secretary-General's UNiTE campaign, the United Nations office in Azerbaijan launched a social media action to disseminate information about the new UNiTE ribbon as a symbol of ending violence against women and girls. A number of the Department's field offices promoted the initiative of the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) of proclaiming the 25th day of every month as "Orange Day", with the slogan "Wear orange to say no to violence against women and girls".

7. Climate change

33. As Chair of the inter-agency United Nations Communications Group Task Force on Climate Change, the Department brought together some 20 United Nations partners to coordinate messaging and outreach strategy in the lead-up to the eighteenth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Doha, from 26 November to 8 December, as well as at the Conference itself. The gateway to the United Nations system's work on climate change (www.un.org/climatechange), revised and updated by the Department, recorded more than 150,000 page views in the six official languages from September to December, with more than 7,000 daily visits during the Conference. A "Doha daily" blog featuring observations by a staff member of the Department was viewed more than 800 times a day during the Conference. Several Department staff, including the Director of the United Nations Information Centre in Beirut, assisted the Conference press team and senior officials on site, providing services that enabled widespread media coverage. Plans are being made to coordinate the communications strategy for 2013, including for the roll-out of the next report of the Intergovernmental Panel on Climate Change.

8. Sustainable development

34. Since the conclusion of the United Nations Conference on Sustainable Development in June 2012, in addition to promoting the Conference outcomes, the

Department revamped the multilingual "Future we want" website (www.un.org/futurewewant) as a public-facing platform to continue to raise awareness on the issues. Almost 200,000 page views were recorded from September to December. The Department also assisted with press outreach for the high-level event on sustainable energy for all in September, with results including coverage on business television and news services.

9. Question of Palestine

35. The Department hosted its annual training programme for Palestinian journalists from 5 November to 7 December 2012. For the first time, the programme, which is aimed at strengthening the skills and capacities of young Palestinian journalists and exposing them to the work of the United Nations at Headquarters, focused on online journalism and digital media. The Department also sought and received the largest-ever number of applications for the programme and used cost-effective video technology as part of the rigorous selection process.

36. In addition to briefings by United Nations officials, including the Secretary-General, representatives from the Department of Public Information, the Department of Political Affairs, the Office for the Coordination of Humanitarian Affairs, the United Nations Relief and Works Agency for Palestine Refugees in the Near East and the United Nations Information Centre in Washington, D.C., the group attended meetings of the Committee on the Exercise of the Inalienable Rights of the Palestinian People and the Special Political and Decolonization Committee. The journalists were also present in the General Assembly Hall on 29 November for the vote on the status of Palestine in the United Nations.

37. The journalists worked through an intensive curriculum taught by two experts, producing regular assignments and final projects. The programme made extensive use of the opportunities that the cities of New York and Washington, D.C., offer as global hubs for journalism and digital communications. The group met with digital media industry leaders from Google, Twitter, Tumblr, the Huffington Post, BBC, Al Jazeera and Reuters.

38. United Nations information centres and offices around the world undertook a variety of activities in commemoration of the International Day of Solidarity with the Palestinian People on 29 November with the support of the Department in New York, including events organized by the centres in Brazzaville, Cairo, Canberra, Jakarta, Mexico City, New Delhi, Pretoria, Tehran, Tunis and Yerevan. The Department, specifically its Graphic Design Unit in New York, designed the visual identity for the Department of Political Affairs' information note for the International Day and disseminated it to United Nations information centres globally.

10. Human rights

39. For Human Rights Day (10 December), the Department worked closely with OHCHR to develop and implement a campaign entitled "My voice counts", highlighting the rights of all people to make their voices heard in public life and be included in political decision-making. The visual identity developed by the Department's Graphic Design Unit in the six official languages was used around the world. The website, in six languages, received more than 100,000 unique page views in December. A multilingual social media campaign attracted an exceptionally

high level of interest, with more than 3,000 people clicking on the links posted by the Department — almost nine times the average. Four Google Plus "hangouts" (live video chats) organized by OHCHR, including one with the High Commissioner, were promoted on the United Nations Google Plus account, which has more than 700,000 fans.

40. The Department also provided promotional support to two Human Rights Day events organized by OHCHR in New York:

(a) A panel discussion at the Ford Foundation on 10 December moderated by the Assistant Secretary-General for Human Rights, with opening remarks by the Secretary-General, and featuring young activists from Australia, Egypt, Haiti and Kenya;

(b) A special event on leadership in the fight against homophobia at United Nations Headquarters on 11 December, featuring the Secretary-General, the Minister for Women's Rights of France, Najat Vallaud-Belkacem, South African singer Yvonne Chaka Chaka and Puerto Rican pop star Ricky Martin, among others.

41. Around the world, events and outreach activities for Human Rights Day were organized by United Nations information centres in many locations, including Antananarivo, Athens, Beirut, Brazzaville, Brussels, Cairo, Canberra, Dakar, Dar es Salaam (United Republic of Tanzania), Dhaka, Jakarta, Lagos (Nigeria), Lusaka, Mexico City, Moscow, Nairobi, Ouagadougou, Port of Spain, Pretoria, Sana'a, Vienna, Warsaw, Yangon (Myanmar) and Yerevan.

42. The Department also promoted the twentieth anniversary of the Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities, adopted on 18 December 1992. A special event in Budapest with the Independent Expert on minority issues, Rita Izsák, was co-organized by the United Nations Information Service in Vienna. A logo and a poster created by the Graphic Design Unit in six languages were shared with field offices and with the newly founded United Nations network on racial discrimination and protection of minorities, comprising 16 United Nations departments, offices, agencies, funds and programmes.

43. Pursuant to General Assembly resolution 66/144, the Department produced a publication containing the Durban Declaration and Programme of Action, the outcome document of the Durban Review Conference and the political declaration on the tenth anniversary of the adoption of the Durban Declaration and Programme of Action, with a view to increasing global support for and awareness of these documents. The publication was posted online, including on the Member States' delegate portal, in November. Printed copies in the six official languages will be made available in March 2013.

44. In close consultation with the Treaty Section of the Office of Legal Affairs, the Department promoted the annual Treaty Event (24-26 September and 1-2 October), which coincided with the high-level meeting of the General Assembly on the rule of law. A joint press conference with the Rule of Law Unit of the Executive Office of the Secretary-General on 21 September provided journalists with information on the two events. In addition, the Department issued a Treaty Event press kit in English and French (printed and online), daily updates and a closing press release highlighting the more than 80 treaty actions taken by 40 States.

11. New Partnership for Africa's Development

45. The Department continued its efforts to promote the aims and achievements of the New Partnership for Africa's Development (NEPAD) Planning and Coordinating Agency as part of United Nations coordinated efforts to generate support for economic development, peace and security in Africa. It worked in close collaboration with the Office of the Special Adviser on Africa, the Economic Commission for Africa and the NEPAD Agency in organizing media events in New York during the General Assembly's annual special debate on Africa. These included a press conference and press interviews with the NEPAD Chief Executive Officer, Ibrahim Mayaki, as well as producing and distributing information products highlighting NEPAD achievements. The Department created a special section on its website entitled "Africa at the General Assembly", which provided regular updates on the official activities of African leaders during the debates.

46. As part of events marking Africa Industrialization Day in November, the Department provided media support in collaboration with the Office of the Special Adviser on Africa. The Department also organized and hosted a press conference following a briefing by a high-level delegation from the Kofi Annan International Peacekeeping Training Centre in Accra.

47. *Africa Renewal* magazine, published in English and French, continued to promote NEPAD activities and other broader issues pertaining to infrastructure development in Africa and the Millennium Development Goals. The August 2012 edition of the magazine carried articles that included an evaluation of Africa's gains and challenges following the United Nations Conference on Sustainable Development, investment opportunities in Africa and the role of stock exchanges in promoting economic growth. The January 2013 edition featured Africa's economic relations with China, food policy and interviews with the Special Adviser on Africa and the Head of the Peacebuilding Commission.

48. In 2012, the *Africa Renewal* syndicated short features service, through which it produces and places short articles (800-1,000 words) in major media outlets worldwide, continued to grow. Between September 2012 and February 2013, 14 of the magazine's short articles were republished 144 times in 75 different media outlets in Africa and around the world. These feature articles were published in 21 countries, including Algeria, France, Niger, South Africa, the United States and the United Republic of Tanzania. The republication of *Africa Renewal* articles allows the Department to reach the audiences of Africa's major print and electronic media.

49. The Department produced more original content for its social media platforms than in the previous year on such areas as growing regional markets, technological advances and foreign investments. The *Africa Renewal* magazine also introduced the latest social media tools amid evidence of increasing reader interest in stories about Africa that are not found in the mainstream media. The followers of the magazine's English and French Facebook and Twitter accounts have more than doubled since 2011 (see table 1 below), while other social media accounts are also steadily growing. It also continues to expand its presence on other social media platforms, such as Google Plus, Instagram and Flickr.

Table 1
***Africa Renewal* social media profile**
(Number of followers)

Platform	*December 2011*	*December 2012*
Twitter		
@africarenewal	9 300	22 700
@ONUAfrique	5 290	9 160
Facebook		
Africa Renewal	1 200	2 640
Afrique renouveau	–	1 324

50. There has been a significant growth in the number of subscribers to the Department's e-newsletter, which is sent primarily to African journalists and provides a brief overview of new content on the *Africa Renewal* website.

51. In November, the Department participated in the annual conference of the Regional Coordination Mechanism for Africa in support of the African Union and NEPAD held in Addis Ababa. The Advocacy and Communication Cluster of the Mechanism, of which the Department is a member, identified several projects to be implemented in 2013 as part of United Nations support for the Ten-Year Capacity-Building Programme for the African Union.

III. Network of United Nations information centres

A. Background

52. During the reporting period, the United Nations information centres, offices and services were instrumental in implementing and providing communications support in connection with a number of initiatives, including the Millennium Development Goals, the UNiTE to End Violence against Women campaign, the International Day of the Girl Child and the International Years of Cooperatives and of Sustainable Energy for All. Through partnerships with members of the United Nations system, local authorities, civil society, academic institutions and the private sector and through media outreach, these offices raise awareness and improve understanding of many of the pressing concerns on the global agenda.

B. Engaging local audiences worldwide

Communicating in local languages

53. In addition to working in five of the six official languages, in 2012 the United Nations information centres produced multimedia products and promotional materials in 43 languages and currently maintain websites in 31 local languages. The centres carried out numerous priority communications campaigns at the local and regional levels.

54. The use of local languages demonstrates the multilingual nature of the work of the United Nations information centres and their ability to communicate with local audiences in the languages they understand. The United Nations Information Centre in Mexico City produced multimedia products in Spanish and Haitian Creole, as well as in the Chol, Guarani, Nahuatl and Tzotzil indigenous languages, to promote such issues as human rights and violence against women, a problem that affects indigenous communities in particular in the region. The information materials are posted on the Centre's website in both the print and audio versions, with the latter version being used and redisseminated through a network of community radio stations.

55. Currently, 35 United Nations information centres produce their own newsletters in 15 local languages: Bahasa Indonesia, Bangla, Czech, Georgian, German, Hindi, Japanese, Kiswahili, Portuguese, Sinhala, Tamil, Turkish, Ukrainian, Urdu and Uzbek.

56. The information centres are also instrumental in translating and placing op-ed pieces by the Secretary-General and other senior United Nations officials in media outlets owing to their knowledge of the local media and long-standing working relationships with them. For example, the information centres placed the Secretary-General's op-ed article urging world leaders to press ahead with initiatives on sustainable energy, education, nutrition and women's and children's health. Entitled "A call to ambition", the article was published in 44 outlets in 29 countries, having been translated into Armenian, German, Hindi, Hungarian, Icelandic, Persian, Portuguese, Slovak, Slovene and Turkish, as well as all six official languages.

Local radio and television broadcasts

57. The United Nations Information Centre in Beirut was successful in securing pro bono television programming with several television stations. In cooperation with Heya TV, the only Arab station dedicated to promoting women's issues, such as education, gender equality, health and violence against women, the Centre worked on a weekly television programme on women's empowerment and their effective inclusion in societies. The show, entitled *Her Excellency the Minister*, profiled women activists who wish to become a Government minister. It has been broadcast since 16 October 2012 and was scheduled to run over a period of three months initially.

58. In connection with the International Year of Sustainable Energy for All, the United Nations Information Centre in Beirut launched an awareness campaign on sustainable energy in partnership with the Economic and Social Commission for Western Asia, Lions Clubs International and MTV Lebanon. The idea of the media campaign on MTV, dubbed "Change your habits, save your energy", was to turn energy saving into a daily habit, educating people through simple tips to alter their daily energy-wasting behaviour. The campaign's key messages were delivered through the entire grid of MTV Lebanon and through customized daily public service announcements (with United Nations logos) over a period of one week in May 2012. The campaign reached some 40 million viewers over a period of one week. Local, regional and international media also praised the initiative, resulting in 22 further television appearances and 24 press clippings.

59. In October 2012, the United Nations Information Centre in Dakar renewed an agreement with the national television network Radiodiffusion télévision

sénégalaise for a second series of eight 30-minute episodes of a television programme entitled *Panorama ONU*. The programme featured various United Nations projects carried out in the country within the context of the Millennium Development Goals, including child and maternal mortality, health, environment, human rights and drug trafficking. The Centre's initiative was carried out with the backing and the financial support of United Nations country team members.

60. The United Nations Information Centre in Jakarta has an ongoing partnership with the State-run broadcast media of Indonesia, Radio Republik Indonesia and Televisi Republik Indonesia. Collaboration with Radio Republik Indonesia has included the production of several live discussion shows on topics of United Nations concern, including a media forum on the United Nations Conference on Sustainable Development in September, and collaboration with Televisi Republik Indonesia yielded a two-part national television programme aired on United Nations Day (24 October).

Innovative outreach at the local level and beyond

61. The United Nations Information Centre in New Delhi continued its yearly 12-day "Peace to non-violence" campaign, which started in 2009 in collaboration with non-governmental organizations (NGOs), schools, universities and cultural centres. The campaign, which starts on the International Day of Peace (21 September) and concludes on the International Day of Non-Violence (2 October), focuses on peace education, the link between peace and development, human rights and intercultural dialogue, among other issues.

62. The United Nations Information Centre in Panama City organized an advertising campaign against racism entitled "What do you see" by mounting posters of ethnically diverse people in bus stops nationwide. The campaign ran from February to December 2012.

63. In October 2012, the United Nations Information Service in Vienna launched "The United Nations in the classroom", an initiative involving tour guides going to schools to give briefings.

64. The United Nations Information Centre in Windhoek joined the World Health Organization, the Government of Namibia and local NGOs in the 7 Days of Activism against Drug Abuse and Illicit Trafficking campaign in June 2012, which included television and radio talk shows and public events.

From "United Nations Day" to "United Nations Week": the "United Nations works for you" outreach programme

65. Many United Nations information centres continued to organize United Nations Week, extending the observance of United Nations Day into an entire week and, with some centres, even longer in order to work more extensively with the United Nations country teams, Government ministries, NGOs, academic institutions and other civil society actors. In 2012, the "United Nations works for you" ("UN4U") outreach campaign organized by the information centres as part of United Nations Day reached more than 65,000 students.

66. The Information Centre in Jakarta and 12 resident United Nations agencies, funds and programmes came together for a three-week campaign to educate Indonesians on the work they do. They visited 30 schools located in 12 provinces,

from Sumatra to Papua, reaching about 8,000 students in English and Bahasa Indonesia. The Centre conducted a survey among 1,704 participants, which showed an increase in their understanding of the work of the United Nations as a result of these programmes. The campaign was featured in a special television programme broadcast nationally by Televisi Republik Indonesia. Radio Republik Indonesia/ Voice of Indonesia also aired programmes on the United Nations to mark the beginning and end of the campaign.

67. The Information Centre in La Paz organized a soccer match between the United Nations country team and Government officials. Under the Say NO — UNiTE to End Violence against Women campaign, the match was held at the Olympic Stadium in La Paz. The match was attended by Government officials, diplomats, United Nations colleagues, journalists and their families.

68. The 2012 United Nations Day in Austria put a strong focus on interacting with students: bringing the United Nations to the classroom and taking students into the Organization's offices. The United Nations Information Service in Vienna had a "shadowing programme", in which 43 university students were selected to accompany United Nations staff members from 17 to 31 October 2012.

C. Working with Member States at the local level

69. United Nations information centres continued to partner and work closely with Member States at the local level on a range of issues. Highlights include the following:

(a) The United Nations Regional Information Centre in Brussels, together with the Ministry of Defence of Belgium, organized a panel discussion on United Nations peacekeeping operations at the Royal Military Academy in Brussels;

(b) The United Nations Information Centre in Manama has been working with the Government of Bahrain, including the offices of the King and the Prime Minister, to issue statements marking key international days. In 2012, messages were issued for World Press Freedom Day, the International Day for the Elimination of Violence against Women and the International Day of Peace and Human Rights Day;

(c) Over the past six years, the United Nations Information Centre in Moscow has been implementing an advocacy campaign in support of persons with disabilities. The Centre has been acting as a convener of an informal "group of friends of the Convention on the Rights of Persons with Disabilities", comprising representatives of United Nations agencies, Government, business and pro-disabled NGOs and addressing policy issues;

(d) On the International Day of United Nations Peacekeepers, the Information Centre in Ouagadougou arranged a 45-minute television programme about the importance of partnerships between Member States and regional organizations in peacekeeping operations.

D. Special observances

International Day of the Girl Child

70. United Nations information centres marked the first observance of the International Day of the Girl Child with the theme "Ending child marriage", focusing on a fundamental human rights violation that affects all aspects of a girl's life.

71. The Information Centre in Ankara joined forces with more than 50 NGOs, universities and foundations to launch the "Say no to child brides" national platform. The platform will seek partnerships with like-minded groups around the world and issue recommendations in 2014 on promoting girls' rights in Turkey. The Information Centre in Canberra partnered with the Government of Australia to hold a high-level discussion at the country's parliament. The Information Centre in Ouagadougou, the Ministry of Education of Burkina Faso and national television co-produced a television programme that discussed strategies to promote girls' education across Africa in the context of the Millennium Development Goals.

72. Other information centres organized joint activities with United Nations country team members. The Information Centre in Colombo supported the United Nations Population Fund (UNFPA) in a panel discussion, and the Information Centre in New Delhi wrote a letter, along with the heads of UNICEF, UNFPA and UN-Women, to the Minister for Women and Child Development of India on the scourge of child marriages. The Information Centre in Panama City supported the regional office of the United Nations Office for Disaster Risk Reduction in organizing a forum to recognize the fundamental role played by girls and women during disasters and their resilience in rebuilding their communities. The Information Centre in Tokyo held an event with partners at United Nations University in which more than 370 participants "raised their hands for girls".

73. Young people around the world were encouraged to express their views on child marriage in interviews, articles and social media tools and at events organized by the information centres. The United Nations Information Centre in Accra produced a video featuring schoolchildren interviewed on the situation in Ghana, which was screened before the African Women Cultural Leaders Network meeting. The United Nations Office in Azerbaijan and representatives of a rehabilitation centre for juvenile offenders visited the youth house for girls of an SOS Children's Village, where they discussed education as the vehicle to becoming successful women. The Information Centre in Dakar featured in its newsletter the story of a 28-year-old woman who was given away at age 14, and the Information Centre in Nairobi hosted disadvantaged girls at its compound for an interactive exchange.

74. In addition, the Secretary-General's message for the Day was translated into Azeri, Bahasa Indonesia, Persian and Turkish. Information materials were also translated into local languages for media dissemination.

International Year of Sustainable Energy for All

75. Several information centres worked to amplify the message of the International Year of Sustainable Energy for All. Reaching out to students, the United Nations Office in Belarus conducted an exhibition in the art gallery of the University of Culture and Arts entitled "Techno art — alternative energy". The

United Nations Information Centre in Canberra was involved in a photographic competition that culminated in an exhibition at a science museum. The competition involved 120 university advertising students and seven energy themes, for which the students developed advertising pitches as part of their coursework. The Information Centre in Dhaka organized a meeting with students from different universities.

76. In cooperation with UNDP, the United Nations office in Armenia promoted a media contest for journalists to learn and write about the issue. The United Nations Information Centre in Colombo had a booth at a State exhibition on the best energy conservation projects. The United Nations office in Tbilisi organized a five-day conference and participated in a children's art exhibition involving more than 120 vulnerable and minority children. The Information Centre in Mexico City co-launched the annual report of the United Nations Industrial Development Organization; the launch was webcast and streamed live in the region and picked up by the international media. The Centre also organized a youth conference with other partners on non-renewable and alternative energy.

77. The United Nations office in Uzbekistan jointly organized with UNDP and experts from the Republic of Korea a live Google Plus "hangout" with Uzbek students to discuss the importance of education in equipping them to take the lead in promoting sustainable development goals beyond 2015. Live Twitter coverage and the dialogue took place simultaneously.

78. Several information centres, including those located in Accra, Algiers and Port of Spain, wrote articles and disseminated information to the media on the Year's launch, which resulted in extensive coverage. The United Nations Information Centre in Beirut prepared an article that was featured in the weekly United Nations page in *Al-Balad* and in the biweekly section of *Al-Mustaqbal*. It also co-organized a press conference to launch a week-long sustainable energy campaign.

79. Information materials for the Year were translated into Armenian, Georgian, Kirundi, Persian and Polish and posted on the information centres' websites. Several centres designed dedicated web pages for the Year.

International Year of Cooperatives

80. With the theme "Cooperative enterprises build a better world", the information centres worked to increase awareness of the International Year of Cooperatives. During the reporting period, the United Nations Information Centre in Beirut gave television and radio interviews about the Year, placed op-ed articles in English and Arabic in newspapers and disseminated stories and news on its website and Facebook page and to a regional Arab media database. The United Nations Regional Information Centre in Brussels organized a press conference with the city of Toulouse and the Engineering School of Purpan, which was attended by the President of Coop de France and interpreted in sign language. The Centre officially launched the Year with those partners and with the participation of six cooperatives from the agriculture, technology and banking and credit sectors. The Information Centre in Warsaw published an article in the magazine *Tecza Polska*.

81. Information centres around the world actively participated in the International Year of Cooperatives Short Film Festival. The Information Centre in Colombo directed, produced and won a Film Festival award for its video *Red Chillies,* in which cooperatives brighten the lives of Sri Lankan women who are unable to

obtain fair prices for their produce. The United Nations office in Ukraine launched an information campaign through the national and local media to encourage cooperative associations to produce and submit films to the Film Festival. The United Nations office in Armenia promoted the issue through an art exhibition by Samvel Sevada, a well-known local painter. The Information Centre in Bogota maintained a stall at the twenty-fifth International Book Fair in Bogota, and its Director was a key speaker at the twelfth National Congress of Cooperatives, organized by the Confederation of Cooperatives of Colombia in Cartagena on 26 and 27 July 2012. The Centre in Rio de Janeiro organized and addressed a one-day conference with 300 participants from cooperatives and launched the book *Contemporary Cooperativism: Path to Sustainability*.

E. Expanding the use of new information and communications technologies

United Nations Information Centre websites

82. Throughout 2012, the websites of information centres around the world registered a total of some 10 million visits. Of those, 5.6 million visits were to material in languages other than the official languages. This clearly demonstrates the rising popularity of the use of local languages and the importance of engaging local populations in their mother tongue. Over 30 million page views were recorded on the centres' websites in 2012, a 42 per cent increase compared to 2011 owing to the promotion in the local languages of the United Nations Conference on Sustainable Development.

Use of social media tools

83. As many as 32 information centres have Facebook accounts and, of those, 17 have accounts in languages other than English. They have 22 Twitter accounts, of which 10 are in languages other than English, and 18 YouTube accounts, including 7 in other languages besides English. A growing number of people follow those accounts, with a total of 141,000 followers on Twitter and 172,000 on Facebook and more than 400,000 views of videos on the YouTube accounts (see table 2).

84. The United Nations Information Centre in Buenos Aires produced a nine-minute film on the beneficiaries of four United Nations programmes. It was posted on the United Nations multimedia website and the official Spanish-language Twitter and Facebook accounts of the United Nations in October 2012. It is also being distributed on a regular basis to the Centre's civil society partners, in particular Model United Nations organizers. A shorter version of the film and four public service announcements on the work of the United Nations in Argentina were also launched on the Centre's YouTube channel and social media platforms.

85. The United Nations Information Centre in Jakarta promoted the "Lend your leg" mine awareness campaign in Yogyakarta, Indonesia, with the Institute of International Studies at Gadjah Mada University and Jesuit Refugee Service, which included engaging fans on the Centre's Facebook page.

86. The United Nations office in Uzbekistan started 2013 with a new initiative, "Looking back at 2012", targeted at its partners and youth. The office asked participants to name the events they remembered most in the life of the United

Nations in Uzbekistan. The first guest to be interviewed was Nodira Maksudova, a radio news editor and the winner of the 2012 *Oltin Qalam* (Golden Pen) Award for Excellence in Journalism, "for the best coverage of the United Nations in Uzbekistan". The interview was posted on YouTube and is available as an audio podcast.

Text messaging campaigns

87. The United Nations Information Centre in Lusaka made an arrangement with Media Evolutions, a company that has direct access to mobile phone companies and their databases, allowing the Centre to send text messages to subscribers in 14 of the 72 districts in Zambia. The service allows the Centre to reach out to the public to raise awareness of United Nations observances. On United Nations Day in 2012, the Centre sent a message informing subscribers of the Day and pointing them to the United Nations website. Text messages were also sent to draw public attention to locally held United Nations-related activities.

Table 2
United Nations information centres using Facebook, Twitter, YouTube, Flickr and text messaging (as at December 2012)

Facebook (32)	Ankara, Baku, Beirut, Bogota, Brussels, Bucharest, Buenos Aires, Cairo, Dar es Salaam, Dhaka, Jakarta, La Paz, Lima, Lusaka, Manila, Mexico City, Nairobi, New Delhi, Panama City, Prague, Pretoria, Rio de Janeiro, Tashkent, Tbilisi, Tehran, Tokyo, Tunis, Vienna, Warsaw, Washington, D.C., Yaoundé, Yerevan
Twitter (22)	Ankara, Bogota, Brussels, Buenos Aires, Canberra, Geneva, Jakarta, La Paz, Lusaka, Manama, Moscow, Mexico City, Nairobi, New Delhi, Panama City, Pretoria, Rio de Janeiro, Tbilisi, Tunis, Vienna, Washington, D.C., Yerevan
YouTube (18)	Bogota, Brussels, Buenos Aires, Jakarta, Kathmandu, La Paz, Lima, Moscow, Mexico City, New Delhi, Panama City, Prague, Rio de Janeiro, Tbilisi, Tokyo, Vienna, Washington, D.C., Yerevan
Flickr (4)	Bogota, Geneva, Jakarta, Manama
Text messaging (2)	Lusaka, Manama

F. Support to special missions

88. The Director of the United Nations Information Centre in Dakar was deployed in October 2012 to Bamako to provide public information support to the Deputy Secretary-General and the Special Envoy of the Secretary-General for the Sahel, who were attending the meeting of the Support and Follow-up Group on the Situation in Mali. The Director made key contacts with the international press and local media, which resulted in extensive coverage in both electronic and print

media. He also arranged for one-on-one interviews between senior officials and major media outlets. In addition, some 20 key international, regional and local media organizations published articles or broadcasted the interviews. In February 2013, the Director was deployed to Bamako as senior communications adviser to the newly established United Nations presence in Mali.

89. The Director of the United Nations Information Centre in Sana'a provided communications support to the Special Adviser to the Secretary-General on Yemen, while the Director of the United Nations Information Centre in Cairo provided communications support to the Joint Special Representative of the United Nations and the League of Arab States for Syria, following the establishment of his office in Cairo.

G. Strengthening communications training and support

Communications workshops

90. As part of the Department's continuing efforts to enhance the communications skills of the staff members of United Nations information centres, a group of eight newly recruited national information officers attended a communications workshop in Washington, D.C., in September 2012. It focused on using practical skills and tools to deal strategically with the media; building credibility and visibility for the Organization on particular issues; tailoring messages to specific situations and delivering them effectively; taking advantage of the possibilities offered by social media; and devising and implementing communications strategies. Participants attended a programme at the City University of New York School of Journalism to enhance their skills in the social media and video storytelling fields. They also benefited from a training session offered by the Office of Human Resources Management of the Secretariat on competency-based interviewing skills.

Use of WebEx meetings

91. To confront the challenges of gathering United Nations information centre staff away from Headquarters in one place and in an effort to link them, the Strategic Communications Division has initiated a series of WebEx meetings, which allow field staff to communicate face to face, build personal rapport through cyberspace and share best practices. The first such meeting, entitled "Showcasing the work of the United Nations in the media", took place in August 2012. Another series of meetings involving the chiefs of Visitors Services at Headquarters and the United Nations Offices at Geneva, Nairobi and Vienna was initiated in November 2012.

IV. Conclusions

92. The Strategic Communications Division continues to use both traditional media channels and interactive social media platforms to promote United Nations messages, news stories and campaign materials. These methods were used for both long-term campaigns, such as promoting disarmament, protecting the rights of women and girls and championing sustainable development, and news-related situations, such as the crises in Mali and the Syrian Arab Republic.

93. The Division will continue to develop innovative ways to streamline its administration, implement cost-effective ways to ensure communication between its Headquarters and field offices through the use of WebEx and other electronic means and enhance the delivery of its programmes on digital and traditional platforms through strengthened partnerships with international and local actors.

94. The Department's field offices continue to work to identify those locations where it can share premises with other United Nations entities and those where it can achieve efficiencies in smaller premises that meet the minimum operating security standards of the Organization. The Department continues to seek ways to enhance the skills of its staff to strengthen the communications role that its information centres can play and to diversify the types of information products and campaigns that it can offer.

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Activities of the Department of Public Information: news services

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 67/124 B, provides a summary of the key advances made by the Department of Public Information from July 2012 to February 2013 in promoting the work of the United Nations to the global audience through its news services.

As part of its news services, which is one of three subprogrammes of the Department and implemented by its News and Media Division, the Department creates and broadcasts multimedia products on the work of the United Nations at Headquarters and around the world. It provides support services to journalists and monitors the media coverage of United Nations-related issues.

The activities under the other subprogrammes of the Department, namely strategic communications services and outreach services, are described in separate reports of the Secretary-General (A/AC.198/2013/2 and A/AC.198/2013/4, respectively).

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I. Introduction

1. In its resolution 67/124 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-fourth session and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the information requested in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which covers the news- and media-related activities of the Department, highlights progress made in the area of radio, television, video, photographic, print and Internet services to the media and other users globally. A particular focus of the report is UNifeed, the Internet-based video news service of the Department.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from July 2012 to February 2013.

II. News services

A. Overview

5. Telling the United Nations story to a global audience by delivering news, features and a wealth of related content through an effective combination of traditional media and new Internet- and mobile-based platforms remained a major focus of the Department as it continued to bolster the multilingual aspect of its products and services.

6. The Department's strategy involved enhancing the scope and depth of its multimedia programming and online news coverage, expanding the network of partner broadcasters carrying its television and radio programmes in different languages and actively engaging social networks to reach broader audiences across the globe while generating additional interest in the content programmes produced for traditional media. Among the most recent examples, segments of the Department's flagship television feature series, *21st Century*, are now translated into Chinese and Turkish, and United Nations Radio's programming in Bangla has been revitalized and its web page upgraded. In another notable development, the Department has completed the redesign of all six official language versions of the United Nations News Centre portal, harmonizing their appearance and functionalities.

7. The Department continues to provide strong support to Member States through its news and media products and services. When resources permit, the Department's webcasting operations now post video footage on the United Nations Web TV website (http://webtv.un.org) of speakers organized by country. This allows users around the world to search, embed and share statements made at United Nations

meetings and events by representatives of each country. The clips are, when possible, made available in English and the original language. News articles and features produced by the United Nations News Centre are available through RSS feeds and are frequently used to provide content for the websites of permanent missions to the United Nations. The Department also continues to work with Member States to expand the distribution of United Nations news products, develop co-productions on priority issues and provide content for State broadcasters, including TV5 (France), the South African Broadcasting Corporation and the Turkish Radio and Television Corporation.

B. United Nations Radio

8. United Nations Radio continued to improve the thematic scope and depth of its coverage while working to broaden its audiences around the world through new partnerships with radio stations, further enhancement of its website and more effective use of social media to increase its reach. Its core programming, produced in the six official languages, as well as Kiswahili and Portuguese, combined breaking news reports on developments at Headquarters, in the field and around the United Nations system with features and interviews highlighting a wide range of issues on the Organization's agenda. On the web, easy access to audio files was complemented by greater use of video and photos to make the site more engaging and attractive to both individual users and broadcast partners.

9. As part of its efforts to increase the visibility of United Nations Radio, the Department teamed up with the United Nations Postal Administration to launch commemorative postal stamps in New York, Geneva and Vienna in connection with an initiative of the United Nations Educational, Scientific and Cultural Organization to proclaim 13 February, the day of the establishment of United Nations Radio in 1946, as World Radio Day. The stamps carried codes for smartphones that connected users to a special web page offering access to United Nations Radio programmes in eight languages. The action by the General Assembly to endorse the World Radio Day initiative and the inaugural commemoration of the Day were covered by United Nations Radio in all languages.

10. With multilingualism remaining a key focus in its activities, the Department added enhanced news bulletins to United Nations Radio's weekly programmes in Bangla. It also upgraded the Bangla web page, adding a direct link to it from United Nations Radio's home page in eight languages (all six official languages, as well as Kiswahili and Portuguese). Similar enhancements are under way for the programming and web pages in Hindi and Urdu.

11. Highlights of United Nations Radio coverage included:

(a) *The sixty-seventh session of the General Assembly*. The general debate and related high-level events received prominent coverage, including a series of interviews with Heads of State and other visiting officials that were broadcast in different languages. To improve user experience, all language versions of the United Nations Radio website included links to the texts of speeches made by leaders during the debate;

(b) *The Syrian Arab Republic*. Efforts by the United Nations, including the activities of the Joint Special Representative of the United Nations and the League

of Arab States for Syria, remained a key focus of coverage in all languages, with the Arabic Unit dedicating a special thematic web page to the crisis;

(c) *The Democratic Republic of the Congo*. The rebellion by the Mouvement du 23 mars (M23) fighters in the Eastern Democratic Republic of the Congo in 2012 and 2013 was covered by all language units, with special focus on the security, humanitarian and peacekeeping challenges in addition to features on the impact of the situation on women and children;

(d) *Peacekeeping and political missions*. Reporting on United Nations peacekeeping operations and peacemaking efforts in the world's hotspots constituted a major part of United Nations Radio's programming, which highlighted relevant actions by the Security Council and the work of various United Nations field missions, including those in Afghanistan, Côte d'Ivoire, the Democratic Republic of the Congo, Lebanon, Liberia, Somalia, South Sudan and the Sudan;

(e) *Climate change*. The impact of Hurricane Sandy on Haiti and the Caribbean, as well as on United Nations Headquarters in New York, received wide coverage, as did a range of issues related to climate change and disaster prevention;

(f) *Other areas of news and feature coverage*. These included the inaugural Day of the Girl Child and developments related to sustainable development and the post-2015 agenda.

12. The Department's ongoing efforts to expand its radio audiences, both online and through various partnership arrangements with radio stations, yielded measurable results. The Department also continued to explore innovative arrangements with broadcasters to bring the latest news about the work of the Organization directly to their audiences, in part through live updates on key developments at the United Nations by United Nations Radio staff.

13. United Nations Radio's list of partners in different parts of the world continued to grow, reaching a total of 646 in December 2012. The new stations and websites carrying United Nations Radio programmes spanned many countries: Argentina (Agencia Pulsar, Radio del Sur); Brazil (Radio Justica, Radio Rural, MidiaUM); Canada (AM1320 Vancouver); Cape Verde (Bonpkulu Pulitiku website); Ecuador (Radio Éxtasis); France (Radio Afa); Mozambique (Radio Cidade de Maputo); Spain (Escuela de Radio TEA FM, Onda 87 radio, A Gravidez website); and United States of America (Mobile Radio Network in Los Angeles, California).

14. On social media outlets, the number of United Nations Radio followers increased in all six official languages. On Sina Weibo, more than 200,000 fans follow Chinese Radio, which ranks second among more than 20 United Nations entities. Altogether, United Nations Radio's Facebook followers amount to more than 30,000, while the number of Twitter fans exceeds 80,000.

15. During the reporting period, United Nations Radio's programmes posted online were downloaded more than 800,000 times by listeners and radio stations.

16. United Nations Radio's Portuguese Unit launched a live audio and video report on United Nations-related developments that is featured regularly on the largest all-news network in Brazil, Globo News. This initiative has also increased the Portuguese Unit's visibility on social networks, thanks to Facebook and Twitter posts.

C. United Nations Television

17. Bringing television and video images of the work and priorities of the Organization to the greatest possible audiences remained a major focus of the Department's news-related operations. This included live coverage and feature programming for use by television broadcasters in different parts of the world and the production of varied video material for online distribution through multiple platforms.

Feature programming

18. A major thrust of the work of United Nations Television involved producing multiple-format feature programmes on the activities of the Organization and the issues on its agenda for use by global broadcasters and, increasingly, by web-based platforms as well.

21st Century

19. The Department's flagship monthly television magazine programme, *21st Century*, continued its successful run and is now used by more than 60 international broadcast outlets with an audience reach in the hundreds of millions. The programme has garnered nearly 20 awards, and its line-up includes reports from more than 90 countries and nearly 200 feature-length stories. During the reporting period, the programme featured reports from 13 countries that focused on such issues as securing rights for persons with disabilities; rising cancer rates in Africa; youth empowerment in Pakistan; migration in Europe; and protecting women's rights in Tunisia. In an effort to build on newer technologies and new viewing trends, significant efforts have also been made to place the programme on web-based and digital platforms and to create additional related multimedia products from *21st Century* feature content for placement on websites and for distribution through social media.

20. As it worked to expand the thematic and geographical scope of its features coverage, the programme continued to improve its partnerships and co-production arrangements with United Nations agencies, funds and programmes and with external partners. During the reporting period alone, it produced four stories with the United Nations Democracy Fund and three with the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women). The show also built on its existing relationships with major television networks and secured a co-production deal with the Public Broadcasting Service for a feature on a group of young people from poor townships in South Africa who are realizing their dreams of singing opera professionally. Excerpts from *21st Century* stories were also featured in a special UN-Women video with its Executive Director. *21st Century* feature stories are also placed on the websites of other United Nations entities to ensure an even wider reach.

21. In an innovative and exciting new partnership, the Department developed a French-language version of *21st Century* in collaboration with the French broadcaster TV5 Monde. The show, entitled *21ème Siècle*, has wide global reach through distribution to stations throughout Europe, Latin America, Africa, Asia and North America. A website for the programme was established on the TV5 Monde website and receives considerable traffic. The collaborative model is now being

used as a template for future versions in other languages. To further enhance multilingualism, many of the individual *21st Century* feature segments are also translated into Turkish for broadcast on national outlets, as well as into Chinese for placement on the heavily trafficked Chinese social networking site Sina Weibo. Efforts are also under way to offer the Chinese versions to Chinese broadcast outlets.

22. Building on the success of earlier projects, the Department continued its series of screenings of United Nations Television films. An event organized in December by the News and Media Division and the Museum of Tolerance at the Simon Wiesenthal Center featured the award-winning film *Bosnia: Healing the Wounds of War*. The film was also featured at screenings at the North Atlantic Treaty Organization and the European Parliament. Another award-winning film produced by United Nations Television, *Cambodia: A Quest for Justice*, was shown in October at the Rutgers University Center for the Study of Genocide, Conflict Resolution and Human Rights at an event that included a panel discussion with the filmmaker and a senior official from the Office of Legal Affairs of the Secretariat. A screening was also held at the New York University Global Studies Program.

UN in Action

23. Produced in all six official languages, *UN in Action* is a television series that puts a human face on the work of the United Nations and its agencies, funds and programmes around the world. The goal of the series is to raise awareness and understanding of all the activities of the United Nations across the globe, which are often overlooked by the mainstream media.

24. During the reporting period, an average of 80 broadcast partners on all continents requested *UN in Action* videos in all six official languages through an on-demand service. A special effort was made to distribute the Chinese version of *UN in Action* on social media sites, such as Sina Weibo. To expand the scope and variety of *UN in Action* programmes, the Department collaborated with United Nations agencies and peacekeeping missions to obtain additional video content without extra cost. Over the past months, it succeeded in securing the active engagement of such agencies and missions as the International Atomic Energy Agency, the International Fund for Agricultural Development, the United Nations Stabilization Mission in Haiti, the Office of the United Nations High Commissioner for Human Rights, the United Nations Population Fund, the United Nations Industrial Development Organization and the United Nations University to increase their support and contributions to the series.

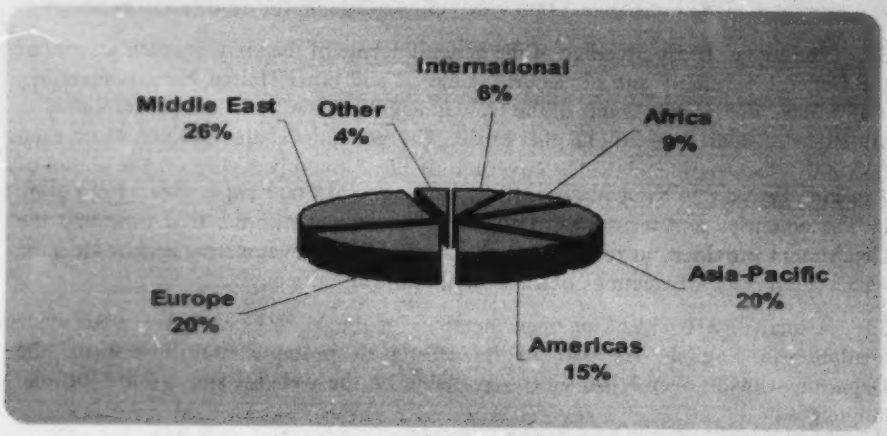
Live coverage

25. United Nations Television provides gavel-to-gavel broadcast-quality live feeds to broadcasters around the world of the meetings of the General Assembly and the Security Council, other intergovernmental meetings and major events, as well as press conferences and media encounters at Headquarters in New York and the United Nations Office at Geneva. Coverage was also made available through the United Nations Television channel, as well as on United Nations Web TV. During the general debate in 2012, United Nations Television covered some 170 events with simultaneous live feeds of over 30 hours a day on certain days.

UNifeed

26. UNifeed delivered video news stories six days a week through Associated Press Television to more than 1,000 broadcast points globally, with content from Headquarters and more than 40 agencies, funds and programmes and peacekeeping missions. Select stories were also distributed by Reuters TV and the European Broadcasting Union (see figure I).

Figure I
UNifeed clients by region, November 2012



27. In addition, UNifeed made broadcast-quality videos available on its website, which registered more than 4,600 users, comprising media professionals, non-governmental organizations (NGOs), Government agencies and educational institutions. Some UNifeed content was downloaded from its website and redistributed further through online platforms and social media, especially in Asia. For example, during the reporting period, several stories originally downloaded by the Xinhua News Agency were then redownloaded hundreds of times.

28. Over the summer, UNifeed registered a significant peak in usage due to its coverage of the Syrian conflict. One story with exclusive footage from the ground registered an unprecedented 3,500 on-air broadcasts, monitored through the watermarking system Teletrax, and web downloads.

Webcasting

29. The Department, through its United Nations webcast operation, continued to improve its live and on-demand streaming services to a global audience capitalizing on the new features and functionalities offered by its redesigned website (http://webtv.un.org). The redesigned site, launched in June 2012, provided improved user experience with live and on-demand video content, including better performance, video quality and search and browsing capabilities. The latter provided easy and direct access to statements by representatives of each Member State made during official meetings of various United Nations bodies, at press encounters or at other major events. By the end of January 2013, the Department's webcast service produced over 1,500 such videos in total, with remarks by

individual representatives easily accessible through an alphabetical playlist featuring all Member States.

30. The website incorporates smart and accessible technology that detects the user's device (computer or mobile, including iPads and iPhones) and delivers the appropriate video format. It includes tools for sharing videos through social media networks, such as Facebook and Twitter, and for copying and "embedding" any video from the United Nations webcast site. A special tutorial video was created in all six official languages to help new visitors familiarize themselves with the functionalities of the redesigned site. Overall, during the reporting period, the webcast team made more than 5,000 video clips available for on-demand access.

31. The live webcast coverage of the general debate of the sixty-seventh session of the General Assembly and of Security Council and other United Nations meetings and events, including sessions of the Human Rights Council in Geneva, continued to attract large audiences around the world. The general debate received more than 635,000 video views, while the coverage of the Assembly's vote on the status of Palestine held on 29 November received more than 118,000 video views from users in 174 countries and territories. The current session marks the first time that the Department provided, in response to the Assembly's decision, live and on-demand webcast coverage of meetings of all of the Main Committees.

32. A total of 210 videos of open meetings of the Main Committees were made available in English. As part of its efforts to promote multilingualism, the Department made over 1,100 videos available on the webcast site in other official languages.

33. The Department also used its webcast service to facilitate internal communication through cost-effective live streaming of town hall meetings with senior United Nations officials at Headquarters and staff at various locations worldwide, as well as for training, workshops and other internal events.

United Nations channel on YouTube

34. The audience of the United Nations channel on YouTube (www.youtube.com/unitednations) grew measurably over the reporting period, with a cumulative total of video views exceeding 6 million and the number of subscribers and friends at more than 34,000. More than 2,400 videos have been made available on the United Nations channel, with content updated on a daily basis.

D. Photos and audiovisual archives

United Nations Photo

35. Demand for United Nations Photo coverage continued to grow during the reporting period. More than 1,000 assignments were undertaken during that period, including the Secretary-General's visits to 20 countries, resulting in about 4,400 images — an increase of more than one third compared with the previous reporting period — being selected and made available to the public in high resolution on the United Nations Photo website. An additional 18,000 images were added to the photo database and were provided upon request to the permanent missions and members of the public through the photo library.

36. More than 563,000 unique page views of the United Nations Photo website were registered in September 2012 — an increase of nearly 20 per cent compared with September 2011. The average time spent per visit was more than 12 minutes, highlighting the significant interest in the general debate and the rich photo collection available online.

37. United Nations Photo continued to grow in popularity on social media. The number of cumulative views on Flickr is poised to exceed 2.7 million by early 2013, nearly double the figure from the previous year. Similar growth is registered in the number of Facebook fans, now surpassing 23,000.

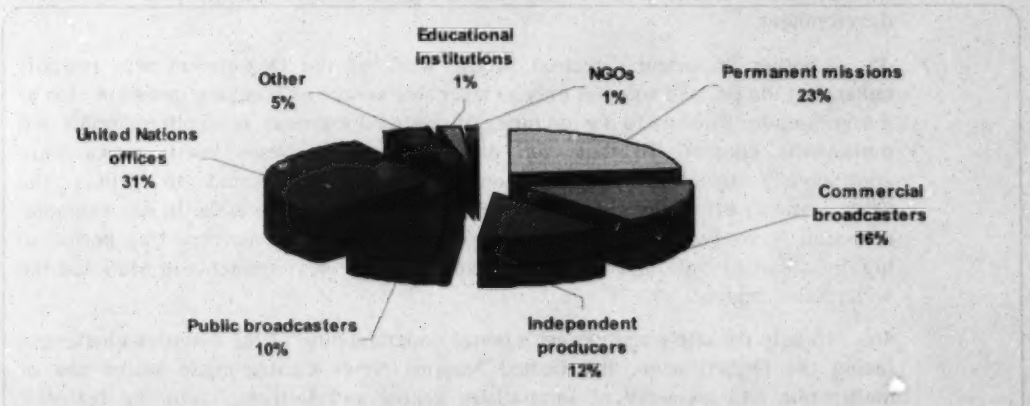
38. In addition to current coverage, the Department is working to make legacy photos documenting the work of the Organization available to the public in digital format. An additional 3,500 of these legacy images were digitized, retouched when necessary, captioned and made available to the public during the reporting period.

39. Meanwhile, traditional outreach efforts continued to generate positive outcomes. An exhibition of United Nations photos was held in September 2012 in Cologne, Germany, at Fotokina, a global imaging industry fair that attracted more than 180,000 visitors from 166 countries. The 49 images on display illustrated the compelling work and history of the Organization since its founding. Many United Nations information centres around the world reproduced the display in various formats, and civil society partners expressed their intention to support such exhibitions in the future.

Audiovisual archives and library services

40. The audiovisual library continued to provide an important service to delegations, the media and members of the public, as well as United Nations organizations. The library saw a 15 per cent year-on-year increase in the number of requests for videos and films during the reporting period, while the number of its registered clients reached 5,000 (see figure II).

Figure II
Clients served by type, United Nations visual library, November 2012



41. The Department continued its efforts to seek support for the long-term preservation of its unique audiovisual archives collection. A partnership with the United Nations Foundation during the reporting period enabled the Department to digitize the audio recordings of all United Nations concerts held at Headquarters since the 1950s.

42. The capital master plan and the imminent arrival of the media asset management system have presented both opportunities and challenges. The Department carried out an archive inventory project to prepare for the move under the capital master plan to a new permanent location and for the possibility of mass digitization — when funding is available — to take advantage of the system and make digital material easily and widely accessible.

E. United Nations News Centre

43. Continuing to serve as the main online gateway for news about the United Nations, the multilingual United Nations News Centre portal, and the associated United Nations News Service, marked a new stage in its development with the revamping of its home page in all six official languages. The new design improved the site's navigation and usability, made the site more attractive visually and provided ease of access to multimedia content. In line with current trends, the site was optimized for easy viewing on handheld mobile devices, including cell phones and tablets. The new design also enhanced language parity and for the first time established a consistent look and feel to the different language versions of the United Nations News Centre.

44. A major thrust of efforts was aimed at enhancing editorial coherence across all languages and ensuring that various versions of the portal provided timely, accurate and balanced reporting on major developments around the United Nations system while taking into account the audiences' regional and national interests and concerns. The opening of the sixty-seventh session of the General Assembly and the related high-level events received in-depth coverage, as did United Nations efforts to address various situations, including in Mali, the Syrian Arab Republic and the Middle East, and such issues as human rights, climate change and sustainable development.

45. Another important direction in the work of the Department was towards enhancing the portal's role not only as a reliable source of breaking news but also as a user-friendly gateway to a wide range of related documents, in-depth materials and multimedia content. To that end, existing thematic News Focus pages were continuously updated, and additional pages were created to reflect the Organization's efforts to address new crises or issues on its agenda. In one example, a special News Focus page on Mali was launched during the reporting period to highlight United Nations activities in response to the developments in Mali and the wider Sahel region.

46. To help the site's visitors get a better understanding of the complex challenges facing the Organization, the United Nations News Centre made active use of multimedia and an array of journalistic genres and formats, including features, photo essays and in-depth and reaction interviews. Special photo stories were produced to highlight a wide range of issues, including the transition to peace in Somalia, the situation in the Sahel, World AIDS Day and the International Day for

the Elimination of Violence Against Women. Under the "Newsmakers" rubric, the English and French versions of the portal featured interviews with senior officials of the United Nations, including the President of the sixty-seventh session of the General Assembly, Vuk Jeremić, the incoming Deputy Secretary-General, Jan Eliasson, the Executive Director of UN-Women, Michelle Bachelet, the Special Representative of the Secretary-General for Somalia, Augustine Mahiga, the Special Representative of the Secretary-General and Head of the United Nations Support Mission in Libya, Ian Martin, and the Special Adviser on Myanmar, Vijay Nambiar. A series of vox populi video clips helped site visitors experience the atmosphere surrounding the high-level meetings of the General Assembly through the voices — in different languages — of the events' participants, including senior officials of the United Nations and celebrities supporting United Nations-related causes.

47. As efforts to upgrade the portal's content, visual attractiveness and ease of use continued, the United Nations News Centre remained one of the most heavily visited areas of the United Nations website, with traffic data showing overall growth across languages. From 1 September to 21 December 2012, for example, the portal's Chinese-language version registered more than 764,000 page views, which represents a nearly threefold increase over the same period in the previous year. Traffic also grew on the Arabic version, which had over 90,000 page views between September and December 2012, compared to 77,000 in the same period in 2011. At the same time, a wide array of online media outlets and aggregators, such as Google News, Yahoo and AllAfrica.com, as well as Government, educational, business, NGO and special interest websites, regularly posted United Nations News Centre stories on their pages. Websites of various United Nations agencies and permanent missions to the United Nations also used United Nations News Centre dispatches to update their sites about the latest developments around the United Nations system. Outreach through social media has also yielded positive results, in part through the Twitter and Facebook accounts of the portal's English service, which now has 30,000 followers, an increase of more than 100 per cent since 2011.

F. Press releases

48. As a key part of its news-related services, the Department continued to provide fast, accurate and comprehensive coverage of all open intergovernmental meetings and press conferences at Headquarters and other locations. Between July and December 2012, the Meetings Coverage Section produced a total of 2,042 press releases, with 10,867 pages in English and French. This output included meetings coverage summaries (701), other press releases (995) and briefings and press conferences (346). In a further effort to enhance efficiency, the Department reduced by half the number of printed copies it produced, from a total of 360,000 in 2010 to about 175,000 in 2012.

49. The coverage, which is made available in hard copy at Headquarters and distributed to worldwide audiences through the Internet and the United Nations information centres, included:

(a) A total of 396 press releases relating to the main session of the General Assembly, including meetings of the plenary and its Main Committees from mid-September to December 2012;

(b) A total of 307 press releases covering the Security Council, including a ministerial-level meeting on the peaceful settlement of Middle East conflicts, substantive debates on Afghanistan, the Democratic Republic of the Congo, Somalia, the Sudan, the Syrian Arab Republic, the Middle East, post-conflict peacebuilding, children and armed conflict, non-proliferation, peace and security in Africa, the international criminal tribunals, women and peace and security and the protection of civilians, as well as press statements and other press releases;

(c) More than 46 press releases on the Economic and Social Council, including its substantive session held at Headquarters in July 2012;

(d) Some 842 other press releases, including statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, as well as materials from other United Nations offices and departments.

50. The Department continues to explore creative ways to issue press releases in more official languages of the United Nations. While the existing resources do not allow the Department to deliver press releases in other official languages, as had been reported to the Committee previously, the Department continued to explore arrangements that could help to ensure greater linguistic parity in providing quick and easy access to information on the meetings of the General Assembly and its Main Committees. In one such proposal under consideration, the Department would work with the Department for General Assembly and Conference Management to design a database that would provide user-friendly access to an archive of summary records in languages not presently covered by the Department's press releases.

III. Other services

Services to the media: media accreditation and liaison

51. During the general debate of the General Assembly and the high-level meetings, the Department processed about 1,200 media accreditation applications, facilitated 117 photo opportunities with the Secretary-General and various dignitaries and monitored and provided logistics to 47 stakeouts and press conferences and 47 events in the North Lawn Building. It also assisted journalists in the Media Centre and the Media Liaison Desk in the General Assembly Building with the help of 66 volunteers speaking a wide range of languages to better assist the press. More than 418 statements made by representatives of Member States were scanned and distributed electronically to the media. During the same period, 216 special passes were given to press attachés to allow them to escort their national press and official photographers and camera operators to bilateral meetings and other events taking place in restricted areas.

52. From October 2012 to January 2013, the Department's Media Accreditation and Liaison Unit provided accreditation to 930 media representatives and continued to assist the press with their coverage of United Nations activities. It continued to disseminate information about United Nations events through its daily media alert, which is e-mailed to 4,000 recipients. It sent alerts concerning meetings, press releases and key documents through its Twitter account, which targets the press and has more than 7,000 followers.

IV. United Nations website

A. Growing content and improved presentation

53. Continuing its commitment to providing updated multilingual content on the United Nations website (www.un.org), the Department added more than 11,000 new pages in the six official languages. Major recent projects included the redesigned websites of the General Assembly, the Security Council and the *Repertoire of the Practice of the Security Council* in five languages (to complement the earlier-launched English version), as well as the web page of the Security Council Committee established pursuant to resolution 1540 (2004), a special online segment featuring the report of the Secretary-General on the work of the Organization and the site of the Office of the Spokesperson for the Secretary-General. A new website was also created for the Ethics Office.

54. Developing web pages for special campaigns and observances remained an important area of activity for the Department, with the latest additions including the "Let's fight racism" campaign of the United Nations High Commissioner for Human Rights and the Secretary-General's Zero Hunger Challenge. All websites were developed in the six official languages and in accordance with the accessibility standards required by the General Assembly.

55. Fulfilling its mandate to cover all special observances declared by the General Assembly, such as international days, weeks, years and anniversaries, the Department updated web pages for World Down Syndrome Day, International Jazz Day, World Elder Abuse Day and the International Day of the Girl Child. It further enhanced the web page for the Rwanda genocide and developed a dynamic online application for the training programme for young Palestinian journalists.

B. Multilingualism: from website development to social media outreach

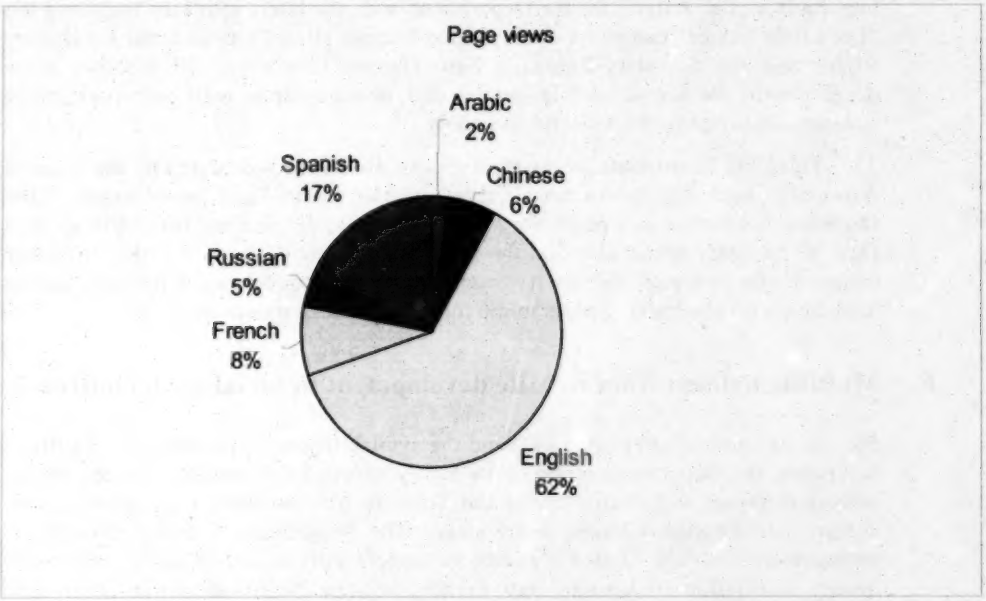
56. In its continuing efforts to expand the availability of its products in all official languages, the Department relied on its highly successful cooperation arrangements with universities in Belarus, China and Spain to help with the translation of web content into Russian, Chinese and Spanish. The Department is also continuing its arrangement with the United Nations Volunteers programme to assist with high-quality translation of content into French, and in 2012 added translation into Chinese, working with four volunteers on a regular basis.

57. The Department's efforts to add content in languages other than English have shown measurable results, with website traffic data indicating a trend towards a more balanced distribution of usage. Whereas in 2005, for example, English pages accounted for 79 per cent of traffic, the proportion went down to 65 per cent in 2011 and further decreased to 62 per cent in 2012 (see figure III). The table below provides detailed information on website traffic by language during 2012.

United Nations website traffic by language, 1 January-30 November 2012

Language	*New visits*	*Total visits*	*Unique visits*	*Page views*	*Pages per visit*
Arabic	656 210	960 323	668 891	2 514 517	2.62
Chinese	2 678 670	3 592 999	2 726 573	7 609 533	2.12
English	17 224 681	29 039 781	17 581 235	78 846 977	2.72
French	2 445 057	4 018 401	2 529 098	10 824 113	2.69
Russian	1 436 228	2 462 875	1 485 306	5 754 746	2.34
Spanish	7 017 499	10 262 188	7 163 636	22 175 716	2.16
Total	**4 830**	**5 948**	**5 920**	**7 448**	**2.44**

Figure III
United Nations website traffic by language, 1 January-30 November 2012



Social media

58. In the light of the growing importance of social networks in various parts of the world, including in developing countries, the Department expanded its outreach in this sphere in all six official languages. In addition to the multilingual United Nations News Centre and United Nations Radio social media accounts, new Twitter and Facebook accounts were launched in Arabic and Russian. To reach wider Russian-speaking audiences, a new account was created on the popular VKontakte platform. Meanwhile, the number of followers of the existing French and Spanish Twitter and Facebook accounts tripled in the past year, with the Facebook account exceeding 20,000 fans in French and the Spanish Facebook and Twitter accounts reaching 47,000 fans and 50,000 followers, respectively.

59. For the Chinese-speaking audience, the Department continued and strengthened its cooperation with Sina Weibo, reaching nearly 3.25 million followers, the highest of any of the United Nations social media outlets. The Department capitalized on that interest to inform the public about a variety of events at the United Nations during the main part of the sixty-seventh session of the General Assembly. A major expansion of the Sina Weibo audience occurred in July 2012, when the Secretary-General participated in a live conversation with young people through the social media platform. More than 20 million people watched the live broadcast of the conversation, and the event's web page was viewed 50 million times on the day itself, according to statistics provided by Sina Weibo. Similarly, a campaign on the theme "The future we want" elicited more than 200,000 messages from people sharing their vision for the future on Weibo, and a joint campaign with the Office for the Coordination of Humanitarian Affairs for World Humanitarian Day generated 60,000 reposts by Weibo followers.

60. The number of views of YouTube videos posted on the United Nations channels in French and Spanish multiplied, owing in part to the increased number of links to them from www.un.org. The views on the French channel doubled to 160,000, while the views on the Spanish channel increased fivefold, to 120,000. More than 160 videos were adapted into Chinese and posted to Youku, Tudou and Sina Video. The most popular video in Chinese reached 5 million views within 24 hours of posting.

C. Accessibility

61. The Department continued to work to make the United Nations website increasingly accessible to persons with disabilities, in accordance with the relevant resolutions of the General Assembly. The Department has developed technical standards to assist departments and offices across the Secretariat in producing accessible web content and continues to assist with compliance with those standards. The standards were compiled and made available on a user-friendly website on the United Nations system-wide Intranet.

62. The Department also continued its efforts to make newly created sites accessible on mobile devices, which are increasingly becoming the main gateway to online content for many users around the world. This included reprogramming software applications used to retrieve documents on the Official Document System to make them accessible on tablet devices and smart phones. It also involved developing applications for displaying and searching news articles from the United Nations News Centre portal on specific tablet devices.

V. Conclusions

63. The Department continued to provide high-quality public information materials through traditional media — radio, television, photo and print — while working to expand its audience reach through creative partnerships with broadcasters and news outlets and the development of innovative programming and by ensuring that increasing numbers of products are available in different languages.

64. The Department has also been working to enhance its online platforms, including through a new design for the United Nations News Centre in all six official languages, a new website for radio programming in Bangla and such improvements as the inclusion of more multimedia materials on all of its news and media websites.

65. Efforts to harness the power of social media in all six official languages have yielded impressive results in terms of reaching new audiences around the world and in directing viewers to the Department's traditional media products. As a result of the frequent and consistent posting of diverse information materials, the number of social media followers has increased in all of the Department's news and media accounts in different languages. Its growing Chinese-language Weibo account, with close to 3 million followers, is now the largest social media account of the United Nations.

66. Throughout the reporting period, the Department worked to ensure that its news and media coverage and services continued uninterrupted during the renovations under the capital master plan. It also actively prepared for the return to the Secretariat building by working with Secretariat partners to ensure that the forthcoming introduction of the media asset management system and the establishment of a permanent broadcast facility would enhance the Organization's capacity to provide timely news coverage. The planned co-location of key content producers in the new offices is expected to promote synergies in editorial and production processes, further enabling the Department to develop new and innovative programming in all media.

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Activities of the Department of Public Information: outreach services

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 67/124 B, summarizes the key advances made by the Department of Public Information from July 2012 to February 2013 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department — strategic communications services and news services — are described in separate reports of the Secretary-General (A/AC.198/2013/2 and A/AC.198/2013/3).

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I. Introduction

1. In its resolution 67/124 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-fourth session (A/AC.198/2012/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which considers the activities of the outreach services, provides an overview of the strategic direction of the subprogramme and highlights the activities undertaken in the process of reaching out to key constituencies. It also summarizes the activities of the Department's library services, including the Dag Hammarskjöld Library at Headquarters. Unless otherwise indicated, the report covers the activities of the Department for the period July 2012 to February 2013.

II. Towards a global engagement with the United Nations

4. The Outreach Division works to strengthen international support for the role and activities of the Organization by informing the public about the goals, priorities and concerns of the United Nations and by engaging in an interactive dialogue with its global constituencies. To fulfil its mission, the Division develops programmes, products and services for Member States, civil society, young people and the general public.

5. Numerous initiatives are carried out in alliance with a wide range of partners, including non-governmental organizations, the academic community and educational institutions, the entertainment industry, celebrity advocates (such as the Messengers of Peace), partner libraries (including depository libraries) and other representatives of civil society and the media. The Division also works to provide relevant information products and services to Member States, Secretariat staff and researchers and to support internal communications at the United Nations and among delegates. In addition, the Division promotes increased participation and involvement in the work of the United Nations through conferences, briefings, exhibitions, publications and teaching materials.

6. With the appointment in January 2013 of the Envoy of the Secretary-General on Youth, who will be based in the Outreach Division, the Department will play a key role in the further strengthening of the Organization's proactive and targeted engagement with this key constituency. The Envoy's work with the United Nations Inter-Agency Network on Youth Development in developing the United Nations system-wide action plan on youth will be guided by the World Programme of Action for Youth.

III. Increasing civil society involvement in the Organization's activities

A. Community of non-governmental organizations

7. The Department was committed to reaching out more effectively to the key constituency of non-governmental organizations by engaging and educating diverse communities of non-governmental organizations, civil society and academia with the goal of building support for United Nations priorities. Two critical priorities were the push for the achievement of the Millennium Development Goals by 2015, the target date; and greater public involvement in shaping the post-2015 development agenda, both in terms of addressing poverty and protecting the planet.

8. The weekly Thursday briefing programme held in the third quarter of 2012 and to continue in the second quarter of 2013 remained a source of education and motivation for the non-governmental community, with some 1,000 non-governmental representatives participating. The Department continued to experiment with different briefing formats aimed at encouraging greater and more diverse participation by non-governmental organizations, both in person and remotely. To this end, the adoption of social media platforms in June 2012 began to attract remote participation, with participants asking questions online in real time.

9. In November 2012, a briefing was held outside the traditional New York venues for the first time — on the campus of Lehigh University, in Pennsylvania, United States of America. The topic, "A global call to action for sustainable development: engaging young people to solve the triple-bottom-line challenge — economic well-being, environmental sustainability and social inclusion", resonated with the university community and its vibrant youth network. The Department hopes to hold more briefings on such United Nations priorities as the status of women, population, migration, climate change and global food security.

10. The engagement of non-governmental organizations with the Department's senior leadership ensured that their voices were heard on critical discussions, in particular on the post-2015 Millennium Development Goals agenda. At an October briefing, representatives of non-governmental organizations met with the new Under-Secretary-General for Communications and Public Information; late in November, they met with the President of the General Assembly to discuss increased involvement of civil society; and early in December, they met with the Deputy Secretary-General for an exchange of views on increased civil society involvement in the United Nations agenda.

11. The Department facilitates the participation, in person and using Skype, of approximately 50 non-governmental youth representatives in monthly meetings, at which participants enthusiastically discuss their work and exchange ideas, including plans for side events at key meetings, such as those of the Commission on the Status of Women.

12. Progress continued to be made in the redesign of the website with user-friendly language, continually updated content, new imagery and improved intuitive navigation in full compliance with accessibility requirements, in the implementation of social media strategy and in skills training through

communications workshops for non-governmental organizations associated with the Department.

13. Eighteen new civil society organizations from Argentina, Brazil, Greece, India, Nigeria, the United Kingdom of Great Britain and Northern Ireland and the United States were approved for association in December. This brought to 1,338 the number of non-governmental organizations associated with the Department. Although a number of Member States expressed interest in hosting the annual United Nations Department of Public Information/Non-Governmental Organizations Conference in 2012, the Department received no formal approaches. Owing to time constraints and limitations imposed by the capital master plan renovations, the Conference could not be held at United Nations Headquarters.

14. The Department continues to work with Member States, non-governmental partners and the United Nations system to explore options for holding the Conference in 2013. It continues to evaluate the effectiveness and efficiency of its outreach work with non-governmental organizations. A preliminary report of the Department's Evaluation and Communication Research Unit on the results of focus groups and an online discussion board for youth attendees considered the effectiveness of the Thursday briefing programme. Suggestions received included involving more non-governmental organizations in the briefing programme; greater promotion of the briefings on social media; greater use of online tools for information dissemination; and consistent use of webcasting, in particular for non-governmental organizations based in different time zones. Those suggestions offer valuable guidance for future activities.

B. United Nations Academic Impact initiative

15. The Department has steadily expanded its partnership with the academic community through the United Nations Academic Impact initiative. Launched on 18 November 2010 by the Secretary-General, the initiative is now over 850 members strong. Over the past two years, it witnessed a range of activities by its member institutions, enriching the vast global landscape of ideas in diverse forms: conceptual thought, practical experience, the written word and artistic expression.

16. The second anniversary of the initiative was celebrated at Linz, Austria, where members of the International Association of University Presidents, international experts and national stakeholders from 20 countries gathered at a conference held from 19 to 21 November 2012. Organized by the University of Applied Sciences, Upper Austria, the University of Education, Upper Austria, and the Caucasus University, Georgia, the conference called upon the world's academic community to strengthen collaboration with the United Nations through the United Nations Academic Impact initiative.

17. Another activity that coincided with the observance of the second anniversary of the initiative was organized in Jerusalem by Israel, in association with the initiative and the Holocaust and the United Nations Outreach Programme, from 2 to 9 December. The programme, held at Yad Vashem, the Holocaust Martyrs' and Heroes' Remembrance Authority, focused on Holocaust history, education and lessons from the Holocaust. The participants, from 10 countries in Asia, Africa and Latin America, were selected through an international competition that invited

educators and academics to present project proposals on the subject of the Holocaust for use in their respective educational institutions. The initiative participated in the seminars and held a separate meeting with Israeli scholars on the promotion of United Nations principles.

18. A few weeks earlier, Al-Farabi Kazakh National University, a member of the initiative, hosted an international conference on the theme "The changing nature of conflict in the twenty-first century" in Almaty, Kazakhstan, where participants proposed the wide use of the academic environment as one of the main tools for solving global problems, in particular with regard to the changing nature of conflict in the twenty-first century.

19. Other activities include the following:

(a) **Thirty points of dignity**. The United Nations Academic Impact initiative is collaborating with Adelphi University, United States, a member of the initiative, to promote human rights. Adelphi University and the initiative invited all initiative affiliates to celebrate Human Rights Day (10 December), at a special event on the theme "30 points of dignity". The 30 points refer to the 30 articles of the Universal Declaration of Human Rights. On 10 December, students and teachers at Adelphi University gathered in classrooms and conference halls inside the campus, where students took turns to read aloud each article of the Declaration. This was followed by discussions on the meaning of human rights and how students believed they could actively participate in their promotion and defence. A shorter version of the Universal Declaration of Human Rights, prepared by the People's Movement for Human Rights Learning, a non-governmental organization affiliated with the Department, was made available to all students;

(b) **International educational video contest**. The initiative is collaborating with the University of Buenos Aires, a member of the initiative, to organize an international video contest on sustainable development and education. The top three entries will be screened at the first International Festival of Educational Videos, to be held in Buenos Aires from 12 to 14 June 2013. All videos submitted will be donated to the initiative so that it can create a video library on the subject of sustainable development, a priority area for the United Nations and the initiative;

(c) **Fiftieth anniversary of Martin Luther King's "I have a dream" speech**. The initiative has teamed up with THE DREAM@50, a coalition of artists and art foundations, to mark the fiftieth anniversary of Martin Luther King's "I have a dream" speech, made on 28 August 1963. One of the highlights of the observance will be a series of "flash mob" dances, which will take place in cities, towns and villages throughout the world on 28 August 2013. The dance events are to be streamed on YouTube and broadcast on digital billboards in selected public places. A compilation video featuring highlights of the dances will be released on YouTube, with a feature documentary to follow;

(d) **Helping people to learn English on mobile devices and tablets**. The initiative, together with Rutgers University and Rutgers Preparatory School, United States, worked to develop mobile applications designed to help people to learn English as a second language, while acquiring knowledge about the United Nations. The applications, which include a series of lessons with supporting audio and video, incorporate quizzes and games to enhance the experience of the user while learning the English language through the study of the Organization;

(e) **Unlearning intolerance**. "Faith, dialogue and integration" was the focus of a symposium held by the initiative on 26 November 2012. Organized in association with the Permanent Mission of India to the United Nations under the initiative's "Unlearning intolerance" seminar series, the meeting coincided with the 800th *urs* (anniversary of the death) of the Sufi saint Khwaja Moinuddin Chishti; Speakers representing various faiths and cultures focused on a renewal of dialogue, with the aim of building greater understanding, harmony and collaboration;

(f) **Point Counter-Point series**. In July 2012, the initiative launched a lunchtime discussion forum at United Nations Headquarters to stimulate wide-ranging discussion on current issues and global responses. Entitled "Point Counter-Point", the discussions take the form of debates, with panellists arguing in favour of or against a motion, and an audience opinion tally taken to ascertain whether the arguments have been able to change minds. In 2012, two such debates were held, one on the role of social media (11 July) and one on the future of the world's newspapers (10 September). A third debate was held in February 2013 on the subject of governance and development. All three debates were webcast live and have been archived at webtv.un.org;

(g) **Classroom conversations**. In an endeavour to bring university and college students from different parts of the world face-to-face in conversation with the United Nations on issues of global concern, the initiative has launched a series of online and video conversations. Using videoconference tools, the conversations connect the United Nations with two or more classrooms in different parts of the world. The first such conversation took place on 12 December 2012, with students and teachers in three cities, Paris, Mexico City and New York, holding online video conversations. The topic of their conversation was the role of art in promoting human rights. Another conversation took place on 1 February and focused on climate change. Students from three cities, Almaty, Mexico City and Wilkes-Barre, United States, took part.

IV. Engaging young people

A. Model United Nations workshops

20. Building on the lessons learned from and best practices developed during the organization of three annual Global Model United Nations Conferences, the Department is now taking a more active role in supporting Model United Nations simulations worldwide. It has developed a new model of cooperation and experience-sharing which focuses on training the trainers. The first workshop was held at the end of August 2012, bringing to United Nations Headquarters some 60 students, faculty advisers and civil society and governmental representatives from 28 countries. In addition to giving Model United Nations organizers access to senior diplomats and senior United Nations staff, allowing participants to acquire a deeper understanding of how the General Assembly works, the workshop provided an opportunity for participants to become part of a new network of Model United Nations organizers. The programme will continue with the organization of two workshops per year, as well as with the production of a multimedia toolkit on how to run a Model United Nations Conference that accurately reflects the way the United Nations works. The Department is also engaged in the development of new

partnerships with Member States for the establishment of Model United Nations programmes in public schools.

Lessons learned

21. The following lessons were learned at the workshops:

(a) A "training-the-trainer" model is more effective and has greater impact than a Model United Nations Conference;

(b) In view of the high cost of travel, in order to increase participation and further maximize the impact of the workshops, regional workshops should be organized.

B. Student conferences

22. Recognizing the importance of reaching out to young people, for the fifteenth year the Department held a series of student conferences for middle- and high-school students. On 21 September 2012, the observance of the International Day of Peace was attended at United Nations Headquarters by more than 450 students and teachers from Canada, Mexico and the United States, who were joined by students in Monrovia and Juba through a video link facilitated by the peacekeeping missions in Liberia and South Sudan. The students interacted with Messengers of Peace and celebrity advocates Monique Coleman, Michael Douglas, Jane Goodall, Aishwarya Rai Bachchan, Forest Whitaker and Elie Wiesel. Under the 2012 theme, "Sustainable peace for a sustainable future", student presentations focused on the use of natural resources to finance armed conflict or how struggles over control of such resources could fuel conflict.

23. The annual United Nations student conference on human rights was held over three days from 5 to 7 December. Close to 600 students attended the conference, some having travelled to United Nations Headquarters from various schools in Canada, Mexico and the United States, while others participated remotely by way of videoconference from three sites in Canada, France and Mexico, the latter site serving as a hub for Latin America and the Caribbean, with representation from Argentina, the Plurinational State of Bolivia, Chile, Colombia, Costa Rica, the Dominican Republic, Haiti, Panama, Paraguay and Peru. Under the broad theme "The future we want: a better world through human rights", the conference explored three topics in depth: minority rights and discrimination, human rights and democracy, and human rights and sustainable development (water, waste and energy), and gave students an opportunity to make presentations to a panel of experts on a human rights campaign that they wanted to develop in their school or community.

Evaluation data on the fifteenth annual United Nations student conference on human rights

- Some 550 people clicked on the link to the dedicated Facebook page from the United Nations Twitter account, demonstrating an intense amount of interest, as posts are considered to be "popular" if more than 400 people click on a link.
- The event post on the United Nations Facebook page was seen by 20,904 people and had 479 "likes" and 91 "shares".
- An evaluation form was filled out by 16 teachers and 150 students. Responding to a question on how to improve the conference, a number of students suggested having more interaction among the students. Teacher feedback included the following:

  "We would also like to express our sincerest appreciation for this rich and amazing experience and opportunity. Our students were raving how wonderful it was and they truly enjoyed the entire three-day conference."

  "You really afforded them with a rather remarkable experience and they are forever grateful for you and all the other organizers for this once-in-a-lifetime opportunity. We are also hoping that we can continue to make this an annual experience for our students, where we can have other students participate and learn more about the projects, student leadership and concerns."

"UN4U" at Headquarters

24. In celebration of United Nations Day on 24 October, the Department organized the fifth annual "UN4U" ("the United Nations works for you") programme, during which United Nations officials visited 64 local high schools and engaged some 8,500 students on issues of importance to the Organization, with some assemblies conducted in English and Spanish.

V. Spotlighting the United Nations through the arts and entertainment

A. Creative Community Outreach Initiative

25. The Creative Community Outreach Initiative of the Secretary-General was launched to tap into the outreach potential of television and film and to serve as a one-stop shop for writers, directors, producers and broadcasters interested in portraying in their work issues of relevance to the United Nations. A number of noteworthy projects have been undertaken since September 2012, including the following:

(a) The Department collaborated with the producers of *The Amazing Race*, a popular reality television show broadcast in the United States, on the filming of a

portion of the season finale at United Nations Headquarters. An estimated 12 million to 14 million viewers were introduced to the work of the Organization through the episode, broadcast in December 2012;

(b) Pre-production is under way on the Department's collaboration with entertainment industry partners on *Chance of a Lifetime*, a non-scripted television series featuring documentary filmmakers. The show, to be filmed in India early in 2013, will bring together young talent from diverse backgrounds in a competition in which contestants team up to produce short documentary films focusing on United Nations priorities;

(c) In January 2013, the key scenes of a forthcoming French feature film were shot at United Nations Headquarters, including in the General Assembly Hall and the Security Council Chamber. While the film is fictional, the scenes shot at the United Nations highlight the role of the Organization as the forum where the international community comes together to address global issues.

B. United Nations Day Concert

26. The 2012 United Nations Day Concert featured United Nations Messenger of Peace Stevie Wonder performing with a line-up of special celebrity guests, including Sting, Janelle Monáe and Valerie Simpson. Under the banner of "A message of peace", Stevie Wonder performed many of his best-known songs, in celebration of the work and values of the United Nations. The 90-minute concert was broadcast live on the United Nations website and broadcast separately in the United States by Black Entertainment Television in February 2013.

VI. Engaging the public

A. Speaking engagements and briefings

27. From 1 September 2012 to 28 February 2013, the Department's speakers' bureau organized and facilitated an estimated 150 briefing programmes at United Nations Headquarters, 10 speaking engagements away from Headquarters (not including the "UN4U" programme) and five videoconferences, reaching an audience of approximately 12,000 people.

28. The Department continued to respond to direct communications received from the public in many forms, social media (Facebook), e-mails, letters, telephone calls and petitions. It produced fact sheets on peace and security, the Millennium Development Goals and six decades of guided tours for the Visitors Centre webpage, including for distribution in the United Nations Visitors' Lobby.

Lessons learned

29. Obtaining venues for briefings posed a significant challenge in 2012 and will continue to be difficult in 2013 owing to the capital master plan. More outside speaking engagements are envisaged with a view to overcoming the lack of venues at United Nations Headquarters.

B. Exhibitions and guided tours

30. From 1 January 2012 to 30 November 2012, a total of 246,952 visitors toured United Nations Headquarters: 155,857 visitors took a guided tour, while 91,095 took an audio tour. Tours were offered in all six official languages, as well as in German, Italian, Japanese, Korean and Portuguese, in response to popular demand.

31. Between September 2012 and February 2013, 11 exhibitions opened to the public in the Visitors' Lobby at Headquarters.

32. The General Assembly Building, where the Visitors' Lobby is located, is scheduled to be closed for renovation for 18 months beginning in 2013. It is proposed that, pending confirmation of availability, a small space for exhibitions be set up on the ground floor of the Dag Hammarskjöld Library Building, along with a visitors' centre with a public enquiries counter, a stamp sales concession, a bookshop and a gift shop.

33. The Department reached a milestone on 2 November 2012 by celebrating 60 years of informing the public of the Organization's work through guided tours at United Nations Headquarters. During the past six decades, more than 40 million visitors have been introduced to the United Nations by a multinational, multilingual team of tour guides. The Department marked the occasion with the launch of a special photographic exhibition in the Visitors' Lobby inaugurated by the Secretary-General. Feature stories, videos and interviews were posted internally on the United Nations iSeek platform and disseminated to the public using social media.

34. The onset and aftermath of Hurricane Sandy, which struck New York City on 29 October, resulted in significant damage to United Nations Headquarters and led to its closure for several days. Guided and audio tours did not operate for nine days, resulting in an estimated revenue loss of $120,000. As at 1 January 2013, audio tours were no longer being offered owing to the anticipated closure, under the capital master plan, of the General Assembly Building on 1 April 2013. Guided tours will continue to operate in the newly renovated Conference Building.

35. The Department launched a new and exciting children's tour in February, the aim of which is to encourage children to play an active role in their own communities on the basis of the principles of the Organization. To enhance the experience for children between the ages of 5 and 12, the Department developed child-friendly materials, educational activity booklets, comic characters, interactive games and quizzes relating the work of the United Nations, its main pillars and its core priorities.

C. Visitors Services online

36. The Visitors Services website (http://visit.un.org) logged 115,210 visits and 343,679 page views. The website provides information on the services offered at United Nations Headquarters to visitors, including tours, exhibits, lectures, shops and the post office. It also includes fact sheets and answers to frequently asked questions. The Facebook page had more than 5,800 fans, a significant increase in one year. Currently, six tour guides actively engage in tweeting daily news on the work and activities of the Organization in multiple languages.

VII. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

37. In January 2013, the Department organized a number of activities during a week-long observance of the International Day of Commemoration in memory of the victims of the Holocaust, under the theme "Rescue during the Holocaust: the courage to care".

38. Two exhibitions were jointly opened in the Visitors' Lobby on 22 January which helped to tell the story of individuals who risked their lives to save Jews and others from Nazi persecution and murder. *The World Knew — Jan Karski's Mission for Humanity* was produced by the Polish History Museum in partnership with the Ministry of Foreign Affairs of Poland and the Jan Karski Educational Foundation; and *Whoever Saves a Single Life — Rescuers of Jews during the Holocaust* was curated by the Jewish Foundation for the Righteous.

39. The role that diplomats played as rescuers during the Holocaust was highlighted in the documentary film *The Rescuers*, screened by the Department on 23 January at United Nations Headquarters. A panel discussion, which included the film's director, followed. The week culminated in the launch of Volume II of the Programme's *Discussion Papers Journal*, with articles written by scholars from around the world, and the annual memorial ceremony, held in the General Assembly Hall on 25 January.

40. To support the outreach activities of the global network of United Nations Information Centres, the Department provided an eight-part poster series on the subject of "rescue" to the field offices. A teacher's guide and student handouts describing individual stories of rescue accompanied the posters, which convey the values of self-sacrifice, integrity and moral courage. The United Nations Information Centres in Buenos Aires and Moscow, the United Nations Information Service at Geneva and the United Nations Regional Information Centre in Brussels produced those educational materials and the film *The Rescuers* in Spanish, Russian and French for use in classrooms. Other information centre activities included commemorative ceremonies held in partnership with Member States, a student poster contest, educational briefings, book launches and photographic and video exhibitions. Overall, 35 United Nations information centres organized 82 activities for the annual Holocaust memorial observance.

41. The courageous efforts and legacy of Raoul Wallenberg, the Swedish diplomat credited with saving the lives of tens of thousands of Jews during the Second World War, was the subject of a special Department event held in New York City at the Museum of Jewish Heritage — A Living Memorial to the Holocaust, in September 2012. The event was attended by more than 30 permanent representatives to the United Nations.

42. A significant turning point in the history of the Holocaust was the Kristallnacht pogrom of November 1938. In 2012, the Department focused on a lesser known aspect of this history, referred to as the "Holocaust by bullets", which resulted in the murder of Jews, Roma and Sinti in the former German-occupied republics of the former Union of Soviet Socialist Republics and Eastern Europe. With the participation of the Permanent Mission of France to the United Nations, Father Patrick Desbois, a French priest working to uncover the unmarked mass

graves, joined the United Nations Office on Genocide Prevention and the Responsibility to Protect in a discussion held by the Department on 7 November. The following day, the Department, in partnership with the Permanent Mission of the Russian Federation to the United Nations, welcomed scholar Ilya Altman to examine recent progress made in the field of Holocaust education in the Russian Federation.

43. In order to focus public attention on the genocide in Cambodia, the Department partnered with the Museum of Tolerance New York and Rutgers-Newark Centre for the Study of Genocide, Conflict Resolution and Human Rights, and the Documentation Centre of Cambodia to screen the film *Cambodia: A Quest for Justice* and hold a panel discussion on it. The event was held at the Rutgers-Newark campus in October 2012.

B. Commemoration of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade

44. The year 2013 marks the 150th anniversary of the Emancipation Proclamation in the United States and the 180th anniversary of the Slavery Abolition Act in the British Empire. Under the theme "Forever free: celebrating emancipation", the Department, in coordination with Member States of the Caribbean Community and the African Union, will be organizing numerous activities in connection with those landmark events and increase the reach of the commemorative programme. Events at United Nations Headquarters will start with an exhibition from 11 February to 26 March. The commemorative week will open on 18 March and conclude on 25 March with a solemn meeting of the General Assembly. Planned activities include a briefing for non-governmental organizations, a global student videoconference, presentations and book signings by various scholars, a cultural and culinary event, a film screening and a concert followed by a gala reception, which will serve as a fundraiser for the permanent memorial at the United Nations in honour of the victims of slavery and the transatlantic slave trade. United Nations information centres around the world will organize a number of activities for the International Day, including a screening of a new film produced by the United Nations Educational, Scientific and Cultural Organization, *Slave Route: The Soul of Resistance.*

VIII. Reham Al-Farra programme

45. The Department held the thirty-second annual Reham Al-Farra Memorial Journalists Fellowship Programme at United Nations Headquarters in New York from 4 to 28 September and, for the first time, in Geneva from 1 to 5 October 2012. The United Nations Information Service at Geneva hosted the Programme, which focused on human rights and humanitarian assistance. A total of 11 junior and mid-level journalists specializing in print, television, radio and online media — six women and five men, from Armenia, Brazil, Bulgaria, Burundi, Kazakhstan, Liberia, Malawi, the Niger, Saint Lucia, Saudi Arabia and Yemen — participated. For the first time, there was a strong social media and a "virtual" aspect to the Programme, with eligible candidates from countries not selected invited to follow on Facebook and Twitter. Course handouts and PowerPoint presentations were made

available online for further use. Highlights of the five-week programme included an academic workshop at Fordham University, a social media workshop and participation in the Social Good Summit at the 92nd Street Y in New York City. Participants reported and produced stories in collaboration with the Department's News and Media Division, covering the activities of the General Assembly at its sixty-seventh session.

IX. United Nations flagship publications

Yearbook of the United Nations

46. In September 2012, the sixty-second edition of the *Yearbook of the United Nations* (2008), the reference work on the annual activities of the Organization, was published in print form and as an e-book. Early in 2013, the e-book collection of the *Yearbook* series was expanded to include all volumes back to the fifty-fourth (2000) edition.

The United Nations Making a Difference

47. In October 2012, the English version of the educational calendar *The United Nations Making a Difference* was published. Because of the impact of Hurricane Sandy on printing and distribution facilities at United Nations Headquarters, the calendar was distributed in limited numbers to United Nations information centres beginning only in December, while printing of the Arabic-, Chinese-, French-, Russian- and Spanish-language versions was delayed. In the meantime, print-ready files were made available to information centres for local printing worldwide. An Azeri edition, produced by the United Nations Office in Baku, was made available at the end of 2012.

UN Chronicle

48. In September 2012, the third issue of the *UN Chronicle*, the Organization's flagship periodical since 1946, was published in print form and as a mobile application. The journal considered the progress made and lessons learned in trying to redefine diversity and improve dialogue among civilizations and cultures during the past decade. Contributors included Mohammad Khatami, former President of the Islamic Republic of Iran, and Ali Gomaa, the Grand Mufti of Egypt.

49. In December 2012, the fourth issue of the *UN Chronicle* was made available as a mobile application and sent to print. The issue examined the problem of delivering justice at the national and international levels in the context of the rule of law. Contributors included Jan Eliasson, Deputy Secretary-General, Navi Pillay, High Commissioner for Human Rights, Judge Sang-Hyun Song, President of the International Criminal Court, and Michelle Bachelet, Executive Director of the United Nations Entity for Gender Equality and the Empowerment of Women.

UN Calendar of Observances: Making a Difference

50. The mobile application *UN Calendar of Observances: Making a Difference* was developed by a team of United Nations Volunteers working online with the Department. In December 2012, as part of its observance of International Volunteer Day, the Department launched the application, together with United Nations

Volunteers and the American Association of Retired Persons. The application allows users to import United Nations observances into their mobile application calendar, with options for connecting to e-mail and social media. In the two weeks following the launch, the application was downloaded more than 2,000 times worldwide.

Basic Facts about the United Nations

51. The Hindi version of the latest edition of *Basic Facts about the United Nations* was published in January 2013 and made available on the website of the United Nations information centre in New Delhi. The publication is also available in Azeri, Dutch, English, French, Hungarian, Italian, Japanese, Korean and Spanish.

X. Sales and marketing: expanding access to knowledge and information in all formats

A. Sale and marketing of United Nations publications

52. The Department continued to expand its digital publishing programme, which included completion of the beta 3 version of the United Nations e-collection and the launch of a new microsite (http://www.un.org/digital) which aggregates and organizes the Department's new digital publishing services. Approximately 390 titles were published digitally (by way of comparison, in the same period fewer than 200 new print titles were published) and three new mobile applications launched: *Africa Renewal, UN Calendar of Observances* and *Making a Difference*.

53. The Department released the first edition of *United Nations at a Glance*. Conceived as an educational resource, this guide provides a starting point for readers new to the United Nations. Illustrating the history of the Organization, with photographs and real-life stories from the field, *United Nations at a Glance* covers the Organization's array of work in international peace and security, economic and social development, human rights and humanitarian action. The guide illustrates the Organization's response to such contemporary challenges as the global financial crisis, food insecurity, counter-terrorism, climate change, natural disasters, intolerance, poverty and epidemics. The publication, available in print at http://www.un.org/publications and in major bookstores, is also available on electronic readers.

54. The Department published a collection of selected speeches and opinion and editorial articles by the Secretary-General. The collection, also available as an e-book, illuminated the work of the United Nations at a time of transition and test for the international community.

55. The Department entered into an agreement with LEGO to create a toy brick model of the United Nations Secretariat produced as part of the LEGO Architecture series.

56. The Department continued to promote publications using social media platforms. The number of followers increased to 10,300 on Facebook and 42,600 on Twitter. In addition, *New and Noteworthy*, a weekly electronic newsletter, added more than 15,400 subscribers.

57. The United Nations Bookshop despite the challenges posed by Hurricane Sandy, continued to provide reliable and professional service to delegates, United Nations staff and the general public, increasing its overall sales by nearly 15 per cent. The United Nations Bookshop also organized high profile "meet the author" events, which included book signings by Kofi Annan, former United Nations Secretary-General, and Kathryn Bolkovac, a former United Nations International Police Force monitor.

B. *United Nations Development Business*

58. *United Nations Development Business* launched its new website on a more open and user-friendly platform, increasing traffic by 30 per cent. Concurrently, more content was posted on behalf of its content providers, comprising mainly multilateral banks, but also Governments that pay for tender announcements in *Development Business*. Compared with previous years, 19 per cent more content was received in 2012, a trend that is expected to continue in 2013.

Graphic design

59. The Department's Graphic Design Unit continued to support the Organization-wide print and electronic products for publications and outreach campaigns by offering a complete creative service. The team offered production and pre-press services to all client departments, which included project production analysis, cost estimates and specifications for both internal and external printing.

60. During the reporting period, the graphic design team completed about 150 products for campaigns and conferences, brand identities, logos, brochures, books, posters, signage, banners and press kits. During the same period, the team produced corporate branding for International Human Rights Day, the sixtieth anniversary of United Nations guided tours, the International Day of Peace, the United Nations Day Concert, the Economic and Social Council "A future free of hunger" campaign, and United Nations Mine Action Service high-level meetings. The team created most of its designs in all six official languages of the United Nations. The team continues to encourage a paperless environment by sharing campaign and conference design materials electronically for global access, which has also reduced the impact of printing and shipping. The team is also starting to prepare e-books and is exploring other electronic outputs to further reduce the need for printing.

61. The Graphic Design Unit won three international Gold Awards during the reporting period and the chosen designs were included in *Graphis Poster* and *Logo Annuals*. The awards were given for a Haiti commemorative poster, the Zero Under Eighteen campaign logo and the United Nations police logo.

XI. Library services

62. The Dag Hammarskjöld Library is continuing its modernization programme to digitize the Organization's parliamentary records dating back to 1946. As at 30 November 2012, the Library had digitized 253,410 important historical documents (2,384,157 pages). Between September 2012 and February 2013, the

Library completed the process of digitizing the official records of the General Assembly issued between the first and the forty-seventh sessions in English, French and Spanish, thus ensuring online access to them through the Official Document System (ODS) of the United Nations. The United Nations Office at Geneva Library is completing the digitization of the same documents in Arabic, Chinese and Russian. Also noteworthy is the completion of the digitization of the *Index to Proceedings of the Security Council* from 1946 and the initiation of the digitization of the verbatim records of the plenary meetings of the General Assembly.

63. During the reporting period, the Library created and assigned 12,340 metadata records to newly published United Nations documents and publications to facilitate search and retrieval, while maintaining an authoritative index of terms and the thesaurus in the six official languages. Those metadata records and authoritative resources provided United Nations staff, Member States, delegations and the global community with access to United Nations documentation by means of the United Nations Bibliographic Information System — which held the records of 862,600 United Nations documents and publications as at 1 December 2012 — ODS and the Index to Proceedings of the three major United Nations organs.

Depository libraries

64. In 2012, the Library began a complete review of the United Nations Depository Library Programme in collaboration with 365 depository libraries. The aim was to ensure that depository libraries received the necessary United Nations information in the formats that were most useful to their reader audiences. The Library continued to strongly encourage depository libraries to move to the use of electronic access in preference to print documents and publications. While promoting a move to online access, the Library took into account the varying degrees of reliability in terms of Internet connectivity, especially in the developing and least-developed countries. The Library is also working with depository libraries to encourage and promote their outreach efforts in connection with United Nations-related issues.

Capacity-building and outreach of library services

65. The Dag Hammarskjöld Library offers research and training services to delegates, Secretariat staff, related United Nations bodies and agencies and external researchers. Between September 2012 and February 2013, eight reference librarians answered approximately 2,000 queries and delivered between 5 and 10 training classes every month, some of which were on new subjects, including electronic resources and e-books.

66. The Library adopted a new online platform to disseminate information on subscribed electronic resources as well as United Nations databases and research tools (http://research.un.org). The platform contains a knowledge base consisting of an ever-increasing number of frequently asked questions about the United Nations and its documentation (http://ask.un.org). The Library continued to use social media to disseminate information about newly released publications, reports and information-related activities of the United Nations.

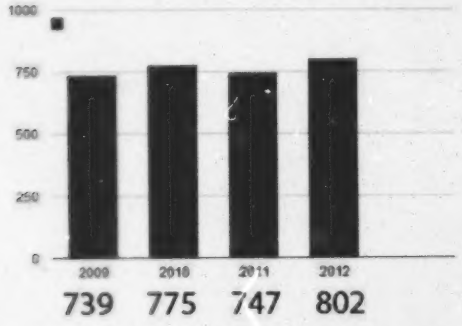
67. The Library continued to provide support to other United Nations websites. For example, it regularly updated the tables of resolutions in English, French and Spanish that were published on the General Assembly website and supplied similar

tables on Security Council meetings and actions that were posted on the Council's website.

68. The global review of United Nations libraries, co-chaired by the Dag Hammarskjöld Library in New York and the United Nations Office at Geneva Library, benefited from the active participation of all eight libraries of the Secretariat. Two working groups were formed to study strategies and plans of similar libraries outside the United Nations and to identify areas where the United Nations libraries could harmonize their operations while maintaining local strengths.

XII. Internal communications

Total number of stories on iSeek per year



69. The Secretariat intranet, iSeek, continued to be accessed by staff and personnel worldwide. During the reporting period, the iSeek team posted close to 500 stories on various issues, including peacekeeping, social media, young people, the United Nations Conference on Sustainable Development working with civil society and changes in human resources. Stories were also provided by offices away from Headquarters, including United Nations information centres, peacekeeping missions and other duty stations.

70. The deleGATE site continued to be accessed by United Nations delegates based in New York. In 2012, deleGATE received 122,623 visits with 270,031 page views; 77.9 per cent of the visits came from visitors whose browsers were set to English; 2.57 per cent set to Chinese; 2.18 per cent set to Spanish; 1.83 per cent set to French; and 1.22 per cent set to Russian.

XIII. Conclusions

71. **The capital master plan renovation of United Nations Headquarters in New York continues to pose challenges to the Department's outreach services that require dedicated infrastructure for engaging with visitors, non-governmental organizations and students. The Department nonetheless made every effort to maintain its usual level of service during the reporting period.**

72. **In the current biennium, the Department intends to focus and expand its outreach efforts in respect of young people; establish new partnerships with traditional and new constituencies; and continue the modernization of the Dag Hammarskjöld Library.**

73. **The Outreach Division's most successful initiatives have been strengthened by the support that Member States have provided by linking the United Nations core outreach mission with their own. As a result, the Department was able to enhance and diversify the range of its programmes, products and services. The active involvement by a number of Member States in the "Unlearning intolerance" seminars promoting respect and understanding among peoples of different faiths and cultures; briefings to students and non-governmental organizations on United Nations priority issues; Holocaust remembrance activities; and commemorative events on the Transatlantic Slave Trade are just some of the examples of how the Division is working with Member States and others to engage global civil society and the wider world.**